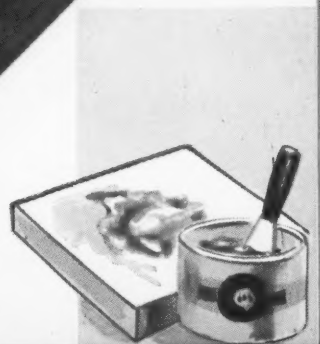
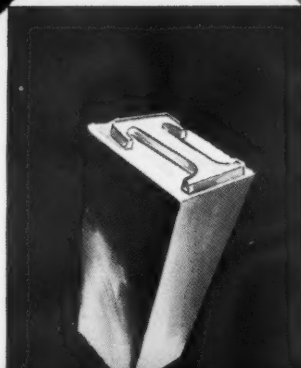
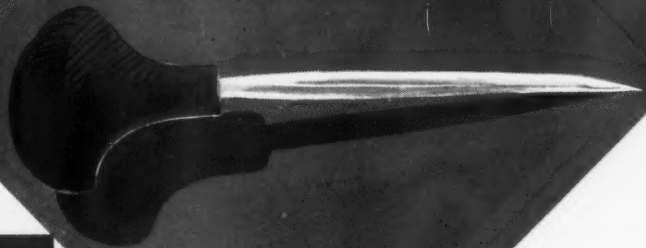
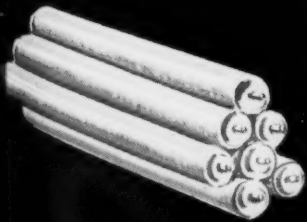


Dallas

FEBRUARY • 1955





Sign-Making is an Art!

And here again is proof that McAx has the artistic as well as engineering ability... our latest cantilever design in porcelain enamel and neon for the new Lido Hotel Courts, now nearing completion on U.S. Highway 67 west of Buckner Boulevard in Dallas. Owners: Big Four Realty Company, Ltd. Architect: George W. Edwards.



ENGINEERS, DESIGNERS and MANUFACTURERS of PORCELAIN ENAMEL, PLASTIC and NEON SIGNS

Dallas PIONEERS



Established

1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Waples-Platter
Company
White Swan Fine Foods

1874 Bolanz &
Bolanz
Real Estate and Insurance

1875 First National
Bank in Dallas
Banking

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran
Insurance Managers

1885 Mosher Steel
Company
Structural Reinforcing
Steel and Machinery Repairs

1890 William S.
Henson, Inc.
Advertising Printing

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1893 Sparkman-Brand,
Inc. Morticians
Originally, Loudermilk,
Broussard and Miller

Established

1895 Hunt Grocery
Company
Fancy Foods Imported and
Fine Food Gifts, All the Season

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture

1898 Lang's Florist
& Nursery Co.
The Southwest's Foremost
Decorators, Nursery Land
Service

1900 John Deere
Plow Company
Agricultural Implements

1903 Smith's Detective
Agency
Burglar Alarm, Fire Alarm,
Radio Patrol System

1903 Republic Insurance
Company
Writing Fire, Tornado, All
Inland Marine, and Auto
Insurance

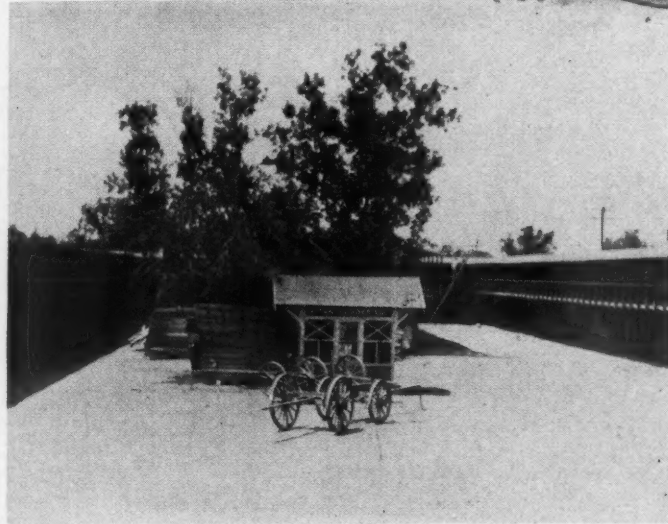
1904 Burton & W.
Over 100 Kinds of Insurance

1905 Lingo Lumber
Company
"There's Nothing
Material Different"

1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1907 Tennessee
Dairies, Inc.
Foremost Dairy Products

1911 Graham Shoe Company
Manufacturing
Wholesalers



GEARED to mule power and man power, the old-time lumber wagons centered in the above photograph provided the modus operandi for movement of lumber back in 1910 in the Lingo Lumber yard at 2630 San Jacinto. Shiplap was then selling at about \$12.00 per thousand, No. 1 long leaf 2x4's and 2x6's at about the same price. Lingo stocks then included such standard items as 7 foot doors, cypress shingles, edged grained yellow pine flooring and reeded baseboards. Then in its fifth year the Lingo Lumber Company opened for business in Dallas in 1905 in the 3000 block on Elm Street with three employees and one team of mules. Its founder, E. H. Lingo, came to Texas in 1870. His son, W. M. Lingo, Sr., a native of Denison, first entered the lumber business at Durant in Indian Territory about 1895. Here he sold primarily to Cherokees, Choctaws and other local Indian Tribes. Mr. Lingo acted as banker and adviser for these Indians and because of his assistance to them became known as "Little White Father." The Lingo Lumber Company soon outgrew the Elm Street location and moved to San Jacinto where the company remained for 38 years. Mr. E. H. Lingo died in 1927 and W. M. Lingo, Sr. became president of the company. On his death in 1944 his son, W. M. Lingo, Jr., became president. In 1950 the Lingo Company moved to its present plant situated on an 8.5 acre tract at 5116 Hines Boulevard. Now in its fiftieth year the Lingo Lumber Company is one of the most complete and modern lumber operations in the entire South.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



Dallas

February • 1955

VOLUME 34 • NUMBER 2

STEVE LANDREGAN Editor
THOMAS J. McHALE . . . Advertising Manager
DORIS STEWART Editorial Assistant
DIANA BOSWORTH Editorial Assistant
RITA GOODBERLET . . . Advertising Assistant

Member, Society of Associated Industrial Editors;
International Council of Industrial Editors.



ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

CONTENTS THIS MONTH

	Page		Page
Washington: The Texas Canal	7	Dallas Red Cross is "People Helping People"	20
By DALE MILLER, Representative of the Dallas Chamber of Commerce in the National's Capital		Retail Merchants Honor Manager Upon Retirement	25
New Type Techniques Pace Graphic Arts Progress	8	Construction Begins on Dallas-Waco Pike	45
By TOM McHALE		Young Men Going Places: Dan Eddy	64
Public Relations, Expanding Factor in Dallas	11	By ROBERT CARL	
Three Events Mark Dallas Air Progress	12	Mercantile Bank Elects	65
Advertising Agencies Pilot Dallas Business to Best Use of New Processes	14	Republic National Bank Names Officers	68
Honor City's Heroes at Auditorium Ceremonies	16	Women in Business: Adaline Rutherford	69
Dallas Eagles Chances Brighten for 1955	17	By JIM STEPHENSON	
Layne Awarded Life Membership	18		

COMING NEXT MONTH

March's DALLAS will feature new developments in the expanding industrial service and supply field in Dallas.

DALLAS CHAMBER OF COMMERCE

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				Dale Miller	
National Councilor		General Manager—			
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		Andrew W. DeShong			

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Your Chamber of Commerce Offers You Many Direct Services

ITS STAFF is prepared to help you in many fields. The following directory is an indication of the services available, and of the proper person to call in each field:

DALLAS CHAMBER OF COMMERCE

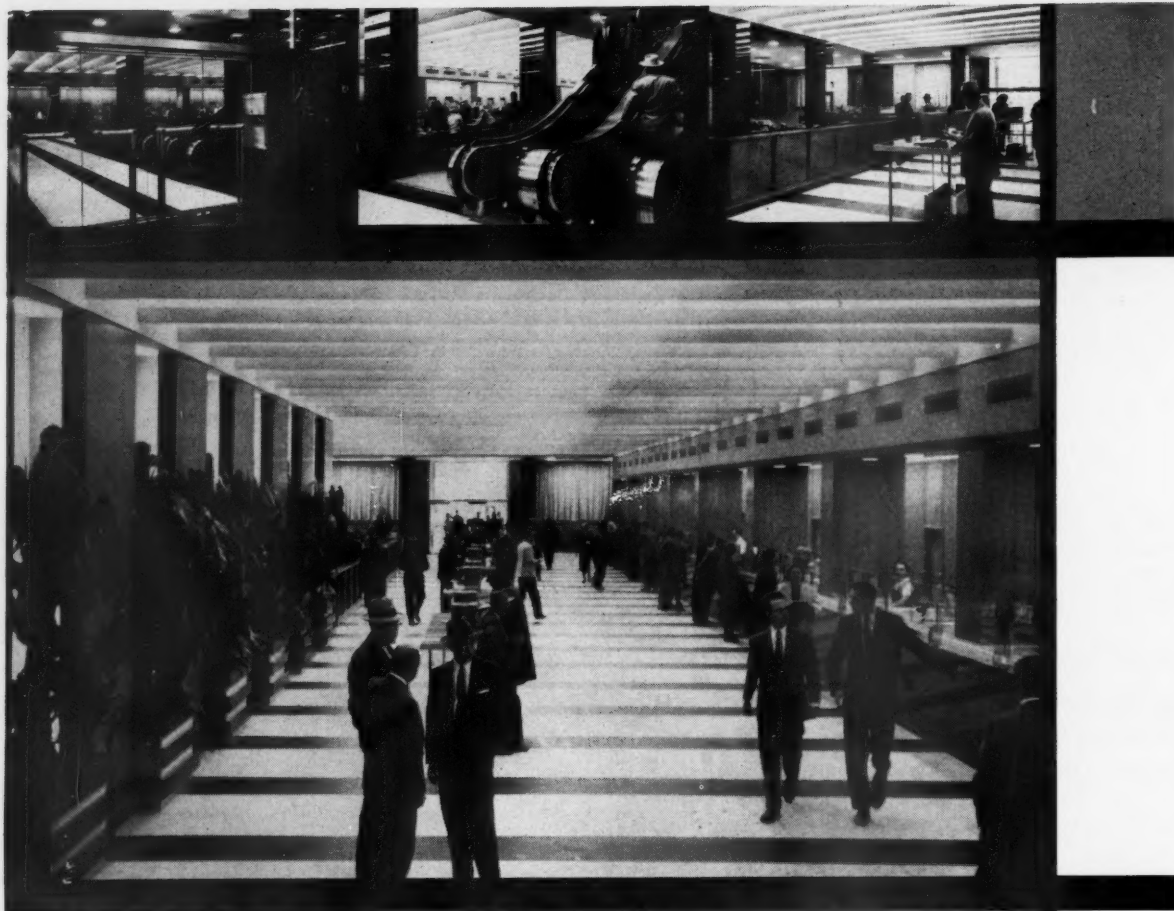
1101 Commerce Street

Telephone PR-8451

Administration	J. Ben Critz	Highway (routes and conditions)	Pauline Foster
Agriculture	Andrew W. DeShong	Connie Sherman	
Athletics	Z. E. Black	Highways (development)	Tom Huffman
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Dallas Real Estate Board	Bill Renick	PR-5109
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Southwest Local Air Service Conference	Andy DeShong	PR-8451
Stores Mutual Protective Association	E. P. Carpenter	RA-4853
United States Chamber of Commerce		
Southwestern Division Office	James G. Roberts	RI-3558



NEW BEAUTY.. MORE TELLER WINDOWS
FASTER SERVICE *Big reasons why it pays YOU*
to do business with the
FIRST IN DALLAS

The new First National lobby is really something for you to see! And yet these new ground-floor quarters are intended not merely to look beautiful, but to serve you better. And here is how:

Soft lighting and an atmosphere of quiet separate you from the rush and noise of the city. Added teller windows speed your visit. Greater spaciousness gives you easy freedom of movement. New conveniences in fixtures and furnishings offer you more comfort in every way.

Come in soon and visit with the First folks in these beautiful new quarters. Give us an opportunity to say yes to any banking need. And share in the prestige of banking with First National.

Wherever you go . . . folks know the First in Dallas



NATIONAL BANK IN DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION





The Texas Canal

THE President's budget message transmitted to Congress last month recommended appropriations for various river and harbor and flood control projects throughout the country, and on this selected list were three Trinity River projects, \$2,690,000 being recommended for the Dallas floodway, \$56,600 for the Fort Worth floodway, and \$1,369,357 for Garza-Little Elm reservoir. If these recommendations are approved by Congress, the next fiscal year will mark the tenth successive year in which construction funds have been voted for the Trinity program; and the funds proposed in the budget message will considerably advance the work now going forward on the Dallas floodway, and will complete both the Fort Worth floodway and Garza-Little Elm reservoir, the fourth and largest of the four Federally created lakes in the Dallas-Fort Worth area.

In only one decade, therefore, tremendous progress has been achieved in the far-reaching program to control and develop for all useful purposes the waters of the Trinity River. It is clearly remarkable, in retrospect, how much has been accomplished in so short a time. Much remains to be done from the standpoint of Federal participation in the program, particularly in extensive soil conservation work throughout the watershed, as well as the construction of additional reservoirs already authorized or contemplated, but the substantial progress thus far achieved has provided a powerful impetus toward the attainment of the remaining objectives of the master plan.

Meanwhile, however, a new and vitally important phase of the comprehensive program has been unveiled in Texas in the effort now underway to create by law the Trinity River Authority, an agency

which would make a legal entity of the entire watershed and thus provide the means for a swift acceleration of the entire program. Although other major rivers in Texas are governed by such authorities, it is an ironical fact that it will doubtless prove more difficult to persuade the State Legislature to enact such a law for the Trinity — ironical because the Trinity has one great potentiality which the other streams in Texas do not possess to a like degree. That potentiality is navigation, and there have always been interests that have opposed navigation, and skeptics who have never fully understood that a navigable Trinity is both engineeringly feasible and economically sound.

When a group of prominent leaders throughout the watershed called on the Governor of Texas last month to acquaint him with the movement to establish a Trinity River Authority, a statement was made by the spokesman of the delegation, Ben H. Carpenter of Dallas, which was significant and pertinent, and deserving of further clarification. In stating the case for Trinity navigation, he referred to the enormous tonnage moving over the Gulf Intracoastal Waterway, drawing a parallel between the successful record of that transportation facility and the prospects which can be anticipated when the Trinity is similarly canalized. The pertinence of that comparison can be more fully appreciated when the relationship between the Intracoastal Canal and the Trinity is brought clearly into focus.

The Gulf Intracoastal Waterway extends today from Florida to the Mexican border, a distance of more than a thousand miles; it is a protected inland waterway, paralleling the curve of the Gulf, and connecting at New Orleans with the vast Mississippi and Ohio River system, and it has become the most remarkable transportation facility in America. When it was first authorized by Congress, it was officially estimated that it would develop, when completed, approximately 5,000,000 tons of commerce a year — but today it

is moving more than 41,000,000 tons a year, or more than eight times the figure predicted for it. More tonnage moves over the Intracoastal Canal than the Panama Canal.

What it has contributed to the phenomenal development of the "Golden Coast" is virtually indescribable. It has metamorphosed what was once a wilderness. Oil refineries, chemical plants, aluminum factories, and many other huge industries dot its entire length. Their products move continuously day and night to inland processing centers sometimes thousands of miles away, while others move to port cities for trans-shipment to all parts of the world.

Space precludes a fuller account here of the fabulous success story of Gulf Intracoastal Waterway; but suffice it to say that what the Intracoastal Canal has meant to its area the Trinity Canal will eventually mean to its own rich and thriving region. For it is important to understand that the Trinity Canal would not be an isolated or provincial transportation facility. It would intersect first with the Intracoastal Canal and then with thousands of miles of a national inland waterway system. And another important factor to keep in mind is that such a canal has a flexibility that seacoast ports do not possess. It does not require a concentration of industry in congested localities, but rather permits a broad dispersal of industry along its entire course. Accordingly, although benefits would accrue to large inland cities like

**The truth about the Trinity:
Benefits from navigation would
accrue to the entire watershed.**

Dallas and Fort Worth — and to major seaports like Houston and Galveston, where much of the Trinity tonnage destined for foreign ports would have to be transferred from barges to ocean vessels — the principal beneficiaries would doubtless be the many smaller communities throughout the watershed, each of which would have an equal opportunity to participate in the industrial development and economic growth which would inevitably come to pass.

The Trinity master plan encompasses a broad and diversified program, to be sure, but its greatest challenge and its ultimate aim is navigation; and until that objective is attained the full potentialities of a rich and resourceful region will not be realized. A goal of such vital importance should merit the wholehearted support of all.



DALE MILLER

New Type Techniques

PACE GRAPHIC ARTS PROGRESS

By Tom McHale

TECHNICAL advancement and specialization are key factors in Dallas' expansion as the advertising and graphic arts center of the South. Pioneering in new equipment and new processes, typographers, printers and lithographers are expanding the boundaries of Dallas graphic arts market and providing better selling tools for Dallas business. The tempo of Dallas technical progress, superior equipment and know-how, and the driving force of keen competition, coupled with Dallas advantages in strategic location, transportation and communications are rapidly closing any existing service gaps with the nation's largest metropolitan advertising and graphic arts centers.

Dallas cannot point to gigantic individual plants in the graphic arts field. Dallas leadership in the South is based on the

excellence of its production, the scope of its advertising and graphic arts service and the progressive spirit of the leaders in this industry. The fact that major Dallas retailers set a national pattern for quality in advertising and Dallas banks, insurance companies, financial institutions, major utilities and industries attract national attention with their advertising is also part of the reason for Dallas leadership. DALLAS magazine itself and its leadership in the chamber of commerce field in color, typography and graphic presentation provides a striking illustration of how closely the amazing "Dallas Story" is linked to progress in advertising and the graphic arts.

Leadership in typography provides one of the basic reasons for Dallas' position as an advertising and graphic arts center.

Dallas is the largest center for custom typesetting in the South. Two of the largest typographers South of the Mason-Dixon Line, Jaggars-Chiles-Stovall, Inc., and the John A. Scott Company, Inc., attract business from points far beyond the primary market of Dallas. Significantly, both of these firms are pioneering in new processes that link the camera to the linotype machine and virtually make imagination the only limitation in securing new effects.

First of these is an amazing new typesetting machine called the Intertype Fotosetter—actually the only basic improvement in the art of printing since Gutenberg invented movable type some 500 years ago. For although innumerable ingenious and intricate machines have been invented to add speed and efficiency to the art of typography they have not materially bettered it. So new was the Fotosetter installed at the Jaggars-Chiles-Stovall plant in April, 1954, that it represented the eighth installation of its kind in a typesetting plant in the United States. Six months later J-C-S installed their second machine.

A revolutionary step in the graphic arts field, the Intertype Fotosetter sets type on film. Operating much like a conventional line casting machine that produces metal slugs, the Fotosetter substitutes a camera mechanism for the metal pot. Exposing 480 letters per minute, the Fotosetter produces justified composition in galley form—directly on film or photographic paper. The machine will produce type sizes from 6 to 36 points, using only one basic type font. This is accomplished by use of photographic lenses which enlarge or decrease to desired point sizes. And because of the extreme sharpness of camera proofs, photograph blow-ups to any size required can be made, making it possible to set type for 24-sheet posters by the machine method.

"Phototypography is especially valuable where full-plated advertisements are used, and for offset and gravure work," says Tom Jaggars, head of Jaggars-Chiles-Stovall. "But its use is extremely limited

AT THE DISTORTION CAMERA, John Graef of Jaggars-Chiles-Stovall is preparing a line of display type for filming. After "shooting" it through a convex lens, the type will lean forward in the right perspective for the effect desired.



in the large field of work where jobs are printed directly from type. Mr. Jaggars also pointed out that phototypography was not intended to replace their hot metal department but it does perform particular jobs with spectacular results. Saving time and extra printing procedures is another advantage pointed out by Mr. Jaggars, since type can be produced directly on film for any process—offset, lithography, gravure or letterpress, and perhaps most important is the ability of phototypography to produce prints of exceptional clarity and fidelity with every character in sharp detail to the finest serif or hairline.

Further use of the camera in modern typography shows up in two other technical advances. Filmotype and Camera Modification are earning increasing acceptance through production in both the John A. Scott and Jaggars-Chiles-Stovall plans. Filmotype provides a wide range of special display type letters set from a master alphabet on a roll of film. These are sized by the camera from 6 to 72 point. Mr. John A. Scott points out that it costs several thousand dollars to put in a single type face in a trade plant. Filmotype makes it possible to use a wide range of special lettering in any size and style desired.

Camera modification by the use of special prisms makes it possible to set up special effects in type and art work that have only one limitation, imagination. Mr. Scott likens this process to the curved mirrors often found in carnivals and amusement parks which give the subject a beanpole or squatty effect. In the case of the modification camera, the mirrors and prisms are under precision control and operated by men who know commercial



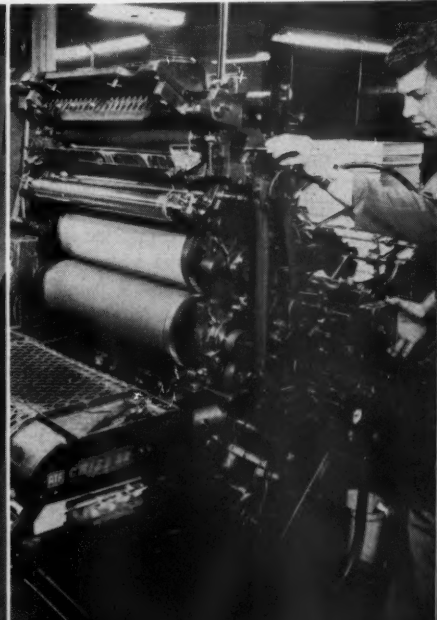
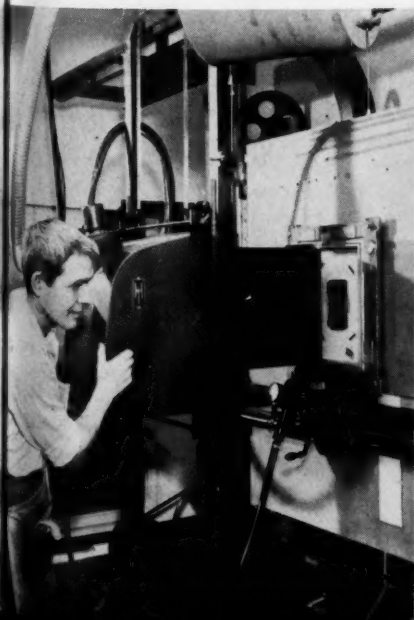
CONFERRING OVER A JOB in front of one of the new Fotosetter machines at Jaggars-Chiles-Stovall, are John Grafe, Frank Bissett and Tom Jaggars.

art and photography as well as typography. This process eliminates hours of tedious handwork by commercial artists and strangely enough a large part of its acceptance comes from the artists themselves.

The scope of the modification camera in changing style, shape and dimension and making possible special background and effects for type and artwork is almost

unbelievable. The modification camera can be used to italicize—left or right or to increase or decrease the size of a letter, a word, a block of copy, art work or a complete advertisement. The camera makes it possible to use the exact size and style of any letter you want without regard to matrices, fonts, point size or mechanical limitations. The camera can make type, art work, trade marks or

THREE TIME AND MONEY-SAVING DEVELOPMENTS are shown below. At the left is Bob Washburn operating the step and repeat machine at Blanks Engraving Company. Center is shown an inserting machine used by Commercial Printing and Letter Service Company, which will assemble up to four pieces, insert them in envelopes and seal them for mailing. At the right pressman Gene Dorhauer operates one of the Melton Printing Company's Chief ATF Webendorfer Offset Presses.



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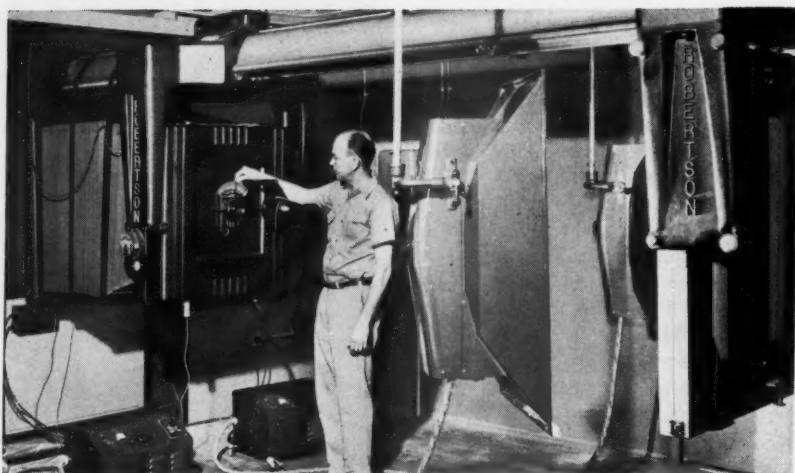
photographs fit exactly any desired perspective. The camera can be used to create any style of letter—light, heavy, italicized, shaded, shadowed, reversed, staggered, curved or almost any style that can be imagined. The same is true with art work, copy blocks, designs, trade marks and complete ads. The camera will convert flat drawings to three dimensions. The camera will alter perspective, shape, size and treatment of ads, and will also add shading, pattern and texture.

This makes it possible to use artwork, lettering and complete advertisements again and again by changing their dimensions to any desired size and to forget proportion. It means that flat copy can be used on circular containers and that adaptation and proportion for various uses such as packages and other odd shaped surfaces can be made by simply using mechanical techniques.

Dallas engravers are also setting their own pace by the installation of new equipment and the use of new techniques to extend the scope of established processes. Recently the Wilson Engraving Company installed a new 16 foot, ton-and-a-half precision camera that makes the most exacting color reproductions. This machine coupled with technical know-how within their plant is bringing new business to Dallas from far away places in the production of master plates for Flexographic Printing, using Aniline Inks on Cellophane and Polyethylene.

In laymen's language this means master plates from which rubber plates are made for printing color illustrations on packages used for foods and produce, suits, sheets, pillow cases, and a whole new group of products hitherto not identified with color packaging. Wilson Engraving as well as other firms in the Dallas graphic arts field step up service and take advantage of Love Field's convenient location by getting their art and copy via Air Mail and making shipments by Air Express.

Other firms such as Blanks Engraving Company have adopted new processes into new fields and Dallas lithographers and letter press printers have made new advances in techniques and equipment to provide new leadership in color production. Technical advancement and the widening scope of Dallas basic graphic arts services have also resulted in the building of major printing plants in the Dallas industrial periphery. A prime example of this is the recent location of the South Central Division of Moore Business Forms in Denton. This major plants employs 355 workers and produces a wide variety of business forms that are sold in 23 states.



SETTING CONTROLLED EXPOSURE on Tri-Color precision camera is operator Fritz Ahlfinger of the Wilson Engraving Company.



THIS SHERIDAN INSERTER, STITCHER AND TRIMMER recently installed in the Padgett Printing Company plant will assemble and bind upwards of 8,000 magazines per hour.



ONE OF TWO NEW MIEHLE 36 PRESSES installed at the Fine Arts Litho Company to handle high quality color work.

Public Relations Expanding Factor in Dallas

PUBLIC relations is another profession fast assuming increasing importance in Dallas. The development of Metropolitan Dallas as one of the nation's leading centers of advertising during the Post-War years has been more than matched by its concurrent development as the leading center of public relations in the Southwest. A quarter century ago not one firm was listed in the Dallas telephone directory under this classification. Today, some twenty firms and individuals are listed in the same directory under the heading: "Public Relations Counsellors."

This figure does not include at least another thirty public relations executives operating at top management level with various Dallas firms, trade associations and other organizations, under titles ranging from vice-president to director of public relations. Dallas major banks, insurance companies, department stores, railroads, utilities, oil companies, and other industries and institutions maintain special departments of public relations. A number of national organizations operating in the Southwest also maintain their division public relations headquarters in Dallas.

Public relations has always been a part of business even though the general use of the term is comparatively recent. A veteran Dallas business executive puts it this way: "We've always had public relations. You can't be a part of a community without having some sort of public relations with the other members, and their understanding and appraisal of you is your public relations position. What business is now coming to realize is that it is mighty easy to be misunderstood; that it just is not enough to do a good job. We've got to make sure it's known and understood."

The general conscious use by Dallas business of directed public relations efforts is growing in direct proportion to management's awareness of its need to be interpreted and understood by the public. A growing number of Dallas business firms are retaining public relations firms for community and employee relations, stockholder relations, customer relations, publicity and other purposes. And an even larger number are using public relations firms on a temporary basis to aid in conventions, special events, anniversaries, public opinion surveys and special situa-

tions. Perhaps the largest growth of public relations service in Dallas and the Southwest is by civic and trade association groups, fund campaigns and regional organizations in special fields of promotion and development.

Public relations for individual firms and organizations also involves another question. "Where does advertising end and public relations start?"

An objective answer to that question which might serve to partially clarify business thinking was written for a recent issue of *TIDE* by its editor, Reginald Clough. "We believe there is an essentially simple way to separate and identify these functions properly. First, all business is



"Public sentiment is everything. With public sentiment nothing can fail; without it, nothing can succeed."

—Abraham Lincoln.

divided into two major parts—manufacturing and marketing (or three, if you wish to include finance). Public relations serves both these parts but marketing in particular, because that is where most of a company's contact with the public exists. Advertising serves marketing primarily and directly; it serves manufacturing only indirectly and only insofar as it helps marketing create a greater demand for the manufacturing output."

"Neither advertising nor public relations is the tool of the other; neither should be subservient to the other. Both need the eye and ear of top management because in today's marketing revolution both are so important to the welfare of

almost any business. They can work side by side, and do, in those companies whose managements have given the subject enough careful thought."

"Publicity is something else again. It is and should be a tool of both public relations and advertising.—The important thing is that all three things—advertising, public relations and publicity—are integral parts of something much bigger, the marketing function in our economy.

Many business men are prone to think of public relations and publicity as a substitute for advertising—a concept which perhaps stems from the picture of the old-time "Press Agent" and his technique of using devious means to get his client on page one. Ethical PR firms decry the idea that they are merely "publicity getters." A Dallas public relations man presents this thought: "Publicity is another valuable tool of public relations, but it isn't the whole package. We base our value to the client not solely on getting his name in the paper, but in laying out a program of public information which will correctly interpret his function in the public interest.

Another stumbling block to better business understanding of public relations has resulted from "overselling" by some organizations in the business—and also by spectacular results that have been achieved where a firm or organization had a program that was ripe for public acceptance. Because public relations in some few instances has produced spectacular and heavily publicized results, many new clients for public relations demand and expect miracles—and quick—for their particular cause, project or business. Unfortunately, few such miracles actually occur.

Finally it must be said that a public relations client just about gets what he pays for providing he exercises good business judgment, just as he does in automobiles, advertising or wearing apparel. Effective public relations depends on knowing situations and having proper contacts—and the businessman cannot expect to get Ivy Lee or Carl Byoir Service from a man who is on his uppers. He must look for the same standards of maturity and prestige he demands in modern business contacts. He cannot visualize public relations in terms of another business era.



RIBBON CUTTING CEREMONIES symbolize the official opening of Love Field's 7750-foot runway, the No. 1 airline runway in Texas. Here participating in the ceremonies are, left to right, a Braniff stewardess; Charles E. Beard, president of Braniff; Angus G. Wynne, Jr., chairman of the Dallas Chamber of Commerce Aviation Committee; Jerome K. Crossman, president of the Chamber; Dallas Mayor R. L. Thornton; and Ralph S. Damon, president of TWA.

Three Events Mark Dallas Air Progress

IN both the nation's capital and on the runways of Love Field, Dallas during the first two months of the year has recorded major events in its progress as the Southwest's No. 1 air transportation center:

Love Field's instrument runway extension was officially dedicated on January 14 — giving the Dallas airport the top-ranking runway of any airline airport in Texas.

Braniff and TWA airlines launched their new through-plane service from Dallas to California cities, expanding Love Field's air service pattern. Civic leaders and business men again journeyed to Washington to give a Civil Aeronautics Board examiner a clear picture of how the Dallas economy would suffer if the community were denied conveniently available air services.

Dedication of the lengthened runway marked completion of Stage I in the Love Field master plan development. The master plan, originally adopted by the City of Dallas in 1945 and subsequently approved by the citizenship in two different bond issue elections, is designed to keep

Love Field in its present position as one of top ten airports in the country.

The NW-SE (instrument runway) at Love Field was extended from 6200 feet to 7750 feet. The Love Field runway is now 1350 feet longer than the longest run-

way at any of Texas' major city airports. Stage I of the master plan program also included provision of additional parking space at the present Love Field terminal.

A Braniff-TWA Constellation, inaugurating the new through-plane service to

MAYOR THORNTON addresses a luncheon, sponsored by the Aviation Committee of the Chamber of Commerce, held at Brook Hollow Country Club in celebration of the start of the Braniff-TWA through-plane service from Dallas to California.





VARIED ACTIVITIES highlight the runway dedication. In the picture at left Mr. Beard addresses the special luncheon audience of business and civic leaders. Also on hand are Mr. Damon, left, and Mr. Wynne. Braniff and TWA officials arrive, right, at Love Field on the California-bound Constellation. The inaugural flight originated at Houston.

Los Angeles and San Francisco, was the first plane to take off from the lengthened runway after the brief dedication. Six years of complicated CAB proceedings had been necessary before Braniff and TWA won the right to operate the joint service. Heretofore, American Airlines has been the only carrier which was authorized to provide through service with California. Under terms of the CAB's authorization, the Braniff-TWA service must be limited to one round trip daily.

Angus G. Wynne, Jr., Chairman of the Dallas Chamber of Commerce Aviation Committee, presided at a luncheon at Brook Hollow Golf Club honoring Charles E. Beard, President of Braniff International Airways, and Ralph S. Damon, President of Trans-World Airlines, on the day the service was inaugurated.

The third major event in Dallas' aviation story took place in Washington at a

CAB Examiner's hearing early in February.

In August, 1954, the CAB awarded Central Airlines a new route segment 7, extending to Kansas City via Fort Smith and Fayetteville, Arkansas, Muskogee, Oklahoma and Joplin, Missouri. Despite the fact that the demonstrated need for direct air service between Dallas and the Arkansas cities had been a major justification for the new route award, the CAB order restricted Central against offering its segment 7 schedules at the Dallas airport.

The City of Dallas and Dallas Chamber of Commerce petitioned the Civil Aeronautics Board for reconsideration. Central Airlines, declaring that if it could not operate at Dallas Love Field its subsidy requirements would be increased, asked for a temporary exemption to permit it to serve the Dallas airport. The CAB granted

Central the temporary exemption authority, and also granted the Dallas petition to the extent of reopening the Service to Fayetteville Case to hear evidence as to whether the public convenience and necessity required that Central be permitted to serve Dallas at Love Field.

For the third time in six months, Dallas businessmen left their desks and paid their own expenses for the privilege of going before a CAB examiner to testify as to Dallas' air service needs. In these three hearings, more than 60 different business and professional men have served Dallas as civic and business witnesses, testifying as to Dallas' air service needs, and emphasizing that the public convenience and necessity for service to Dallas can not be adequately satisfied except at Dallas Love Field.

A decision in the Reopened Service to Fayetteville Case is expected early this spring.

PRETTY STEWARDESSES and hot coffee add interest to the wintry-morning runway dedication. At left the stewardesses hold the velvet tape which was stretched across the Love Field runway for the ribbon-cutting ceremony. The dedication was followed by coffee and doughnuts, right, in the Dobbs House restaurant of the Dallas Love Field terminal.



Advertising Agencies Pilot Dallas Business to Best Use of New Processes

ADVERTISING connections are just as important as banking connections in modern Dallas business. The fast moving pace of technical advancement in the graphic arts field and the multiplicity of media available for modern advertising means that the successful business executive must depend on professional advertising men to keep his advertising abreast of competition just as he must depend on his banker for advice and counsel in properly financing his business.

The advertising agencies of Dallas bridge the gap between the businessman and the craftsman. The personnel of these agencies speak the language of the businessman and also the language of the

craftsman. That is one reason the expansion of Dallas as the advertising center has gone hand-in-hand with graphic arts development. The professional advertising man has become the executive officer of the businessman in making use of the steady improvement of technical processes and new developments in graphic arts.

Printers Ink estimates that total advertising expenditures in this country for the year 1955 should hit at least \$8,750,000,000. Last year the same group successfully predicted that 1954 advertising volume, in spite of adverse business predictions, would have a good chance of passing the \$8,000,000,000 mark. Actually expenditures for the past year will check out over

\$8,250,000,000. How much Dallas spent for advertising in 1954 can only be estimated, but as one of the major advertising centers of the nation, the figure runs into millions and it is a safe bet that Dallas advertising expenditures for 1955 will exceed 1954.

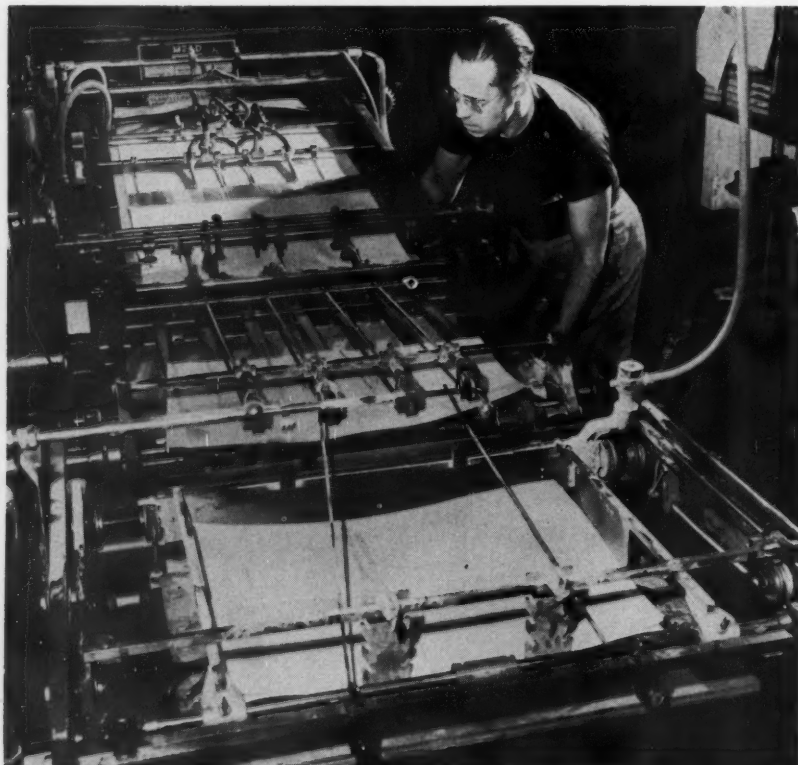
These figures point up the obvious fact that advertising is big business in Dallas as well as the nation. The spending of advertising dollars get the best results when handled through professional advertising men and the major budgets of Dallas and the nation are spent in that manner. But modest advertising budgets are just as important to smaller firms in relation to their capital and many of the nation's major manufacturers and business firms have expanded from small beginnings by recognizing and using professional advertising service in their early years. Dallas itself has a substantial number of success stories of expanding distribution through astute advertising.

A closer look at these success stories shows they were not accidental. The question of "How to Advertise"—in the trade, "choice of media," presents the first hurdle for a businessman. Should he use newspapers, magazines, trade papers, radio, television, billboards, direct mail or a combination within this group. Even if he stumbles on the right decision in media he is still faced with technical problems of getting the most production for his money and utilizing the best art and processes that fit his needs and his budget. Should he take the time to run down the answers to his second problem he would inevitably neglect other phases of his business. He could save money in both instances by relying on a professional advertising man.

The multiplicity of specialized services and plants available to Dallas advertisers is pointed up in a "Directory of Graphic Arts Services and Advertising Agencies" recently published by the Southwest Printing Company of Dallas.

Specialization in the field of commercial

ADVERTISING AGENCY KNOW-HOW permits advertisers to make full use of high speed printing presses like the Miller Simplex Letterpress shown being operated by Arnold Eckstein of the Mayo Printing Company.



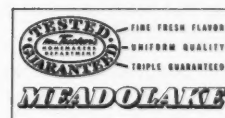
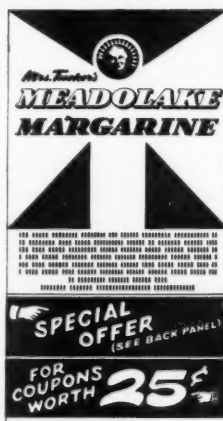


USE OF THE modification camera enables the photographer to make a perspective shot by combining flat art work... a job which saves hours of drawing time. Picture above shows Don Pittman operating the modification camera at John A. Scott Company. At the right are shown flat drawings used to make a perspective shot, and the finished art work in perfect perspective.

art alone is reflected in an attractive brochure just published by the Advertising Artists Association of Dallas. This book lists 40 commercial artists and art firms and shows typical examples of their work. This also reflects the fact that Dallas is becoming more and more the commercial art center of the South and attracting young art talent from over the nation.

Advertising agencies make it possible for the business executive to keep up with the trends of specialization and technical advances in the graphic arts and various other facets of advertising. Teamwork is the most important factor in producing effective advertising — teamwork between the client and the agency executive, the artist, the engraver, the typographer, the sound engineer, the copy writer, and all the highly skilled men and women on the advertising team. Generally the agency man is in the quarterback slot.

Competition for attention in advertising today makes agency service almost indis-



pensable for the businessman. Advertising problems are not solved by merely buying space or time. It takes quality to get attention with a simple direct mail piece or a radio spot announcement. Farm journals carry eye stopping color pages,

radio networks feature entertainment headliners, poster boards on highways entering metropolitan centers or even on remote stretches of back-country highways strive for attention with the finest commercial art in America.



FIRST STEP IN THE REALIZATION OF A LONG-TIME GOAL. Dallas Mayor Thornton is shown, center, in the act of taking the first shovel full of earth at the ground-breaking ceremonies for the Dallas Memorial Auditorium.

Honor City's Heroes At Auditorium Ceremonies

WORK on the Dallas Memorial Auditorium, planned as a tribute to the city's men and women who made the supreme sacrifice for their country — both the United States of America and the former Republic of Texas — is now well under way, with completion of the project expected in less than two years.

Although the idea for the memorial was conceived as long ago as 1905, long before the names of many additional heroes were added to the present-day roster, actual ground-breaking ceremonies did not take place until a few weeks ago—January 12th.

Preceding the ceremonies, units of the Army, Navy, Marine Corps and Air Force, the National Guard, R.O.T.C. and veterans organizations marched up Main Street from Houston, south on Akard to the speakers' stand just south of the old Royal Street School. The old school is one of the buildings being razed to make way for the Memorial.

Col. B. F. McLain, a leader in veterans groups and principal speaker of the day, declared: "It is a tribute to the heart of Dallas that the most imposing building ever built by our municipal government should be dedicated to the men and women who gave the last full measure of devotion to their country."

The auditorium, expected to cost in the

neighborhood of \$7,000,000, will have a seating capacity of some 10,000 people.

Originally planned to cover 23 acres bounded by Akard, Canton, Marilla and DeSoto streets, a shortage of funds has forced the City Council to abandon plans for a two-acre scenic setting and parking area fronting on Marilla and Young streets.

The Memorial will serve a dual purpose: honoring the city's heroic dead — and serving its living by providing much-needed facilities for athletic events, concerts, circuses, pageants and religious programs.

CEREMONIES DRAW CROWD. The constantly-changing Dallas skyline rises in the background in a scene taken at the groundbreaking ceremonies for the Dallas Memorial Auditorium last month, with part of the attending crowd seen in the foreground.



An unusual feature of the new auditorium will be an elevator platform which can lift an entire orchestra up into view, then make it disappear below floor level after it has finished playing.

The movable orchestra platform is part of the \$30,600 in stage equipment for which the City Council awarded a contract to the Texas Scenic Company.

A contract was also awarded for 10,000 permanent seats which will be installed in the new \$7,000,000 structure.

American Seating Company received the \$198,944 contract to supply and install the fixed seats. Some 7,500 will be in the mammoth arena-type auditorium and 2,500 in the smaller theatre where the rising orchestra platform will be installed.

The big hall is planned for large national meetings where up to 10,000 delegates may attend, and the smaller theatre for smaller conventions and theater presentations.

Dallas Veterans of Foreign Wars have urged the City Council to make "an all-out effort" to have the auditorium completed in time for the national encampment of the VFW in Dallas in August of 1956. However, the hoped-for completion date is several months later—December 31, 1956.

At the ground-breaking ceremonies, Mayor R. L. Thornton turned the first shovelful of earth. Other prominent Dallasites who assisted in the shoveling were: Councilmen W. C. Miller, Rod Thomas and Arthur Kramer, Architect George Dahl, former Mayors W. M. Holland, Wallace Savage and J. B. Adoue, Jr., and Martin Weiss, an early member of the Dallas Park Board.

Also participating in the event were: Col. McLain, chairman of the Dallas civil defense organization and long a leader in veterans' affairs; Dr. John F. Anderson, Jr., of the First Presbyterian Church, who gave the invocation; and Joe Murray, past national chaplain of the Disabled American Veterans, who delivered the benediction.

Also present for the ceremonies were representatives of the Gold Star Mothers, Spanish War Veterans, Veterans of Foreign Wars, Disabled American Veterans, American Legion and Jewish War Veterans, as well as city councilmen, county officials and officers of the Chamber of Commerce.

Dallas Eagles Chances Brighten for 1955

BASEBALL prospects for the Dallas Eagles during 1955 have taken a big turn for the better as the result of two highly significant pre-season developments — (1) the appointment, as manager, of a young red-head hustler, John Davis, and

NATHAN ADAMS



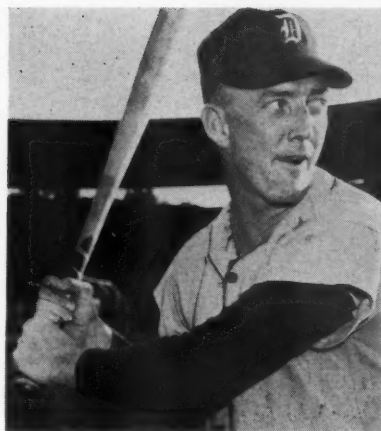
(2) announcement that a civic campaign for the sale of 5,000 season tickets will be held during March.

Plans are about complete for the ticket-sale campaign, in which ducats good for 80 home games will be sold for \$37.50, or less than 50 cents per game.

Nathan Adams, "grand old fan" of baseball, will head the campaign as general chairman. R. W. Baxter will serve as campaign chairman.

Announcement of the program to enlist Dallas baseball fans solidly behind the Eagles was made February 10 at a buffet supper the Dallas Press Club gave to honor Mr. Adams as its "All-Time Headliner."

The 85-year-old banker and perennial civic leader, himself a formidable pitcher in amateur baseball circles before the turn of the century, was presented with a Dallas Eagle's cap, an inscribed baseball, a big bat with his own name on it, and a gold pass for life to Eagle games.



JOHN "RED" DAVIS

Bargain-basement prices will prevail during the pre-season sale of season tickets. The tickets, to be sold at \$37.50, will entitle the owner to an unreserved grandstand seat for all of the Eagle's 80 home games on 76 dates. This represents a savings of \$38.50 over the cost of individual tickets, which sell for \$1. Also, the season tickets are transferrable, so that if the owner cannot attend on any given day, he can give it or loan it to a friend or a member of his family.

Successful business executives are known by their associates



Publicity
Campaigns
Publications
Special Events
Motion Pictures
Employee Relations
Convention Planning
Stockholder Relations
Surveys, Opinion Polls
Institutional Advertising



Ayres Compton Associates • Public Relations Counsel • Since 1945 • Kirby Bldg., Dallas



PRESIDENT JEROME K. CROSSMAN, left, Admiral A. C. Olney, right, admire their Top Hand awards as Jas. W. Layne displays his life membership plaque.

Layne Presented Life Membership

JAMES W. Layne was awarded a life membership at the February Lasso Club meeting, for selling 100 memberships in the Dallas Chamber of Commerce. Admiral A. C. Olney was presented with a Top Hand Award and an honorary Top Hand Award was given to Jerome K. Crossman, president of the Chamber of Commerce.

Blaine Thompson Brokerage Company, Inc., 25 Highland Park Village; Peter Metcalf.

B. & B. Ornamental Iron Company, 7311 Hines Place; B. M. Boone and Bill T. Smith.

Ray Smith Drilling Company, Simons Building; E. A. Carter and Joe Reavis.

Better Farming Magazine, 516 Fidelity Building; J. G. Perkins.

H. B. Smith, 4200 Ridge Road.

Consolidated Diesel Electric Corporation, 431 Fidelity Union Life Building; Everett Lennon.

Phil's Delicatessen-Restaurant, 8414 Preston Road; Philip P. Miller.

Gilbert X-Ray Company, 624 Hall; Kenneth Gilbert and Pendell Pittman, Jr.

John J. Mead, Jr., 2114 Mercantile Bank Building.

Harris Carpet Service, 4024 Cedar Springs; R. E. Harris.

Arthur Klein, C.P.A., 906 Fidelity Building.

Carter Engineering Company, 5543 Dyer; Thomas F. Carter.

Threads, Inc., 111 Payne; LeRoy Brown, Jr.

Cook Distributors, Inc., 1630 North Industrial; Lloyd Cook.

National Audit Bureau, 1309 Main, Room 708; Verne J. Oberhansly.

Cushman Motor Products of Dallas, 218 West Davis; C. G. McDonough.

Forest Lumpkin, M.D., 936 North Edgefield.

Cypress Gardens of Texas, 2900 East Mockingbird Lane; Wm. G. Williams.

Kissel Printing Company, 4209 Maple; Homer F. Kissel.

Dal-Hi Motel, 4300 Harry Hines; C. M. Green.

Glide-A-Way Overhead Door Company, 10411 Harry Hines; James E. Brown.

Electrolux Corporation, 4208 Oak Lawn; Lee Ferguson.

G. E. Company, Dallas Aircraft Apparatus Service Shop, 1135 South Lamar; A. F. Newkirk.

Lawrence C. Gallaway Agency, 207 Prather; Lawrence C. Gallaway.

Allright Parking System, Inc., ICT Building; A. J. Layden, Lee Price and D. M. Carothers.

White Plating & Processing Company, 715 West Davis; C. A. White.

Chef's Service, Inc., 1200 Skiles; Clement S. Birnbaum.

The Rein Company, P. O. Box 1204; Stan Updegraff.

Roy Hanson Company, 3326 Elm Street; Roy W. Hanson.

The Recovery Center, 2519 Oak Lawn; Velma I. Peters.

John Hayes, 1019 South Beckley.

Luther J. Peters, 2240 Republic Bank Building.

The Jacobs Company, P. O. Box 7223; Morris Jacobs.

McGhee Production Company, 2420 Republic Bank Building; G. C. McGhee and H. B. Renfro.

O. H. Duewall, Fidelity Building.

Hancel M. McCord, 1307 Simons Building.

Ace Printing & Letter Service, 1803 San Jacinto; C. O. Pringle.

Morgan Express, 2021 Young; W. P. Morgan, Jr.

Bob Carraway, P. O. Box 25.

George I. Dorman Agency, Wholesale Merchants Building; George I. Dorman.

Herring & Son, 332 Grand; Grover C. Herring, Jr.

Texas Auto Parts Company, 3000 Canton; T. E. Beckham.

Lantz & Taylor, Realtors, 6302 Velasco; Mrs. Marguerite Lantz and W. C. Taylor, Jr.

Southwest Business Brokers, 3115 Commerce; William M. Anderson.

Saxet Oil Company, 1536 Fidelity Union Building; J. N. Sachs.

Southland Book Company, 1113 Hord; Harold Epstein.

Allen Transmission & Supply Company, 2300 Good-Latimer Expressway; J. H. Allen.

O. L. Whaley, 1410 Cotton Exchange Building.

Fork Lift Sales & Service, Inc., 5506-8 Redfield; Everett J. Ward.

Victory Cleaners, 3018 Weisenberger Drive; Antonio Yzaguirre.

Garvin-Bonner, Printers, 1408 Marilla; Stell L. Bonner.

Universal Carloading & Distributing Company, 2606 Gaston; W. D. Gaskins.

G. E. Company Locke Department, 1801 North Lamar; J. W. Taulman.

Tom L. Tipton, Jr., 717 Singleton.

Gregory Concrete Company, 8060 Forest Lane; W. V. Gregory.

Selwyn-Pacific Company of Texas, 2022 Farrington; Frank W. Row.

Don T. Grossman, 2015 Elm.

Lloyd Saunders & Associates, 1525 Dragon; Lloyd H. Saunders.

Jennings Paint & Floor Company, 4501 South Lamar; Elmo Jennings.

Rubber & Tire Materials Company, Inc., 6820 Forest Park Road; R. Cecil Murray, Warren R. Phillips and L. H. Ray.

Plaza Theater, 3806 McKinney; Mrs. R. Wafford.

Royal Gulf Service, 10764 Preston; R. L. Duncan.

Acme Steel Company, 521 Second Unit Santa Fe Building; B. M. Moore.

Binford Sloan Distributing Company, Inc., 1428 Slocum; Binford Sloan, Jr.

Alice Health Clinic, 2618 Riggs; Mrs. Rubie Jo Taylor.

Regal Shoe Company, 1512 Main; E. L. Andrews.

Jacob E. Anderson Company, 103 Doggett Building; Jacob E. Anderson.

Harold L. Patterson, 1018 Fidelity Union Life Building.

Blankenburg Drilling & Production Company, 920 Fidelity Union Life Building; Otis Blankenburg.

Oil Field Collection & Discount Service, 1107 Gulf States Building; Paul Douglas.

Ideal Pictures Company, 2010 North Lamar; J. L. Ballard.

William C. Moore Company, Travis Hotel; Joseph G. DeLaney.

Leon Karelitz, Texas Surplus Property Agency, 901 Ross.

Kickapoo Kamp, 6147 Bryan Parkway; Charlie Ford.

Revaluation

ABE'S COLONY CLUB
ADDRESSING MACHINE
SERVICE COMPANY

ASHBURN ICE CREAM
COMPANY OF DALLAS

COCHRAN &
HOUSEMAN

GLOBE-UNION MANU-
FACTURING COMPANY

DAN KELLIHER
INSURANCE AGENCY
W. EARL KING

PARISIAN FUR
COMPANY
PREFERRED LIFE
INSURANCE COMPANY
ROB ROY ELECTRIC
COMPANY

THE SCHWARZ
COMPANY

SHELTON & BOWLES
TEXAS ABSTRACT &
TITLE COMPANY
OF TEXAS
TEXAS NAME PLATE
COMPANY

RETIRING MEMBERSHIP COMMITTEE CHAIRMAN Melvin Munn is presented with a plaque by Jerome K. Crossman, president, for his piloting of the membership committee in 1954.



Hospers Appointed Chairman 1955 Membership Committee

Activity of the 1955 Membership Committee got under way at a luncheon January 13, when President Crossman named John J. (Jack) Hospers, Management Assistant, Chance Vought Aircraft, as Chairman of the 1955 Committee. At the same time he announced Vincent L. Rohloff, Assistant to the President, Ryan Consolidated Petroleum Corporation, as Associate Chairman. Immediately following his appointment, Chairman Hospers named as the Vice-Chairman to head up the eight sections of the Committee: Arthur H. Stern, Robert Stern Insurance Agency; Martin Benno, Mercantile National Bank; Leonard Hamzy, Neuhoff Brothers; A. P. (Pop) Harrison, Gulf Oil Corporation; Jim Randolph, Bolanz & Bolanz; Jim Bond, Bond Lacy Oil Company; Admiral Al Olney, TEMCO Aircraft Corporation; and Jim McBride, Western Bankers Mutual Life Insurance.

The Executive Committee set as the 1955 goal, 1955 memberships, and at the end of January the 85-man Committee was off to a flying start, sponsoring 104 memberships, as compared to only 26 for January, 1954.

1955 in 1955

Dallas Red Cross Is "People Helping People"

THE American Red Cross, Dallas County Chapter, like the city of Dallas, is booming these days, as it dispenses its services of "people helping people" in times of distress, war, the cold peace, and in its auxiliary services, such as Junior Red Cross, Safety Services, and Nursing Services.

This year, the local chapter, headed by Leonard M. Green, with James S. Hudson, fund chairman, and Ralph Brinegar, vice chairman of Membership and Fund, has a goal of 250,000 members and \$496,302.

Last year the local Dallas County Red Cross attempted to be the first chapter of its size over its quota, in honor of W. W. Overton, Jr., Dallas banker and civic leader, who was the National American Red Cross Fund chairman. The Dallas chapter was actually second, being nosed out by Milwaukee, Wisconsin, who traditionally has reached its quota first in the nation. The local Red Cross chapter did reach its goal of \$490,389 and 200,000 Dallas County Red Cross members in 22 days, to end the fastest peace-time campaign of the chapter to date.

Last year's campaign was under the direction of Fred O. Detweiler, president of Chance Vought Aircraft, Inc.

This year the theme of the nationwide campaign beginning March 1 is "Answer the Call—Join and Serve."

Of the \$496,302 quota, 59.1 per cent or \$293,277 will remain in Dallas County to meet local Red Cross needs. The remainder of the local chapter quota, 41

per cent or \$203,025 will go to the National American Red Cross, whose goal has been announced as \$85 million.

The national funds are used for the nation-wide Red Cross program of disaster, services to the Armed Forces, blood, nursing, safety services, and the Junior Red Cross.

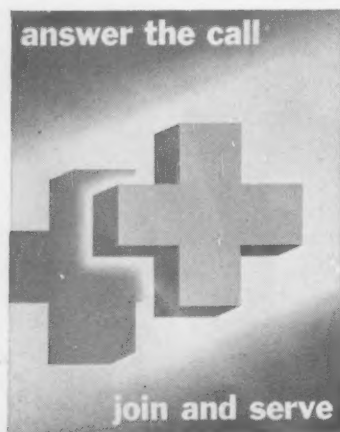
Hudson has announced that the chapter's 1954 fund raising cost was lower than the national cost, with a 3.2 per cent fund raising cost in Dallas contrasted with a 4.7 per cent national average.



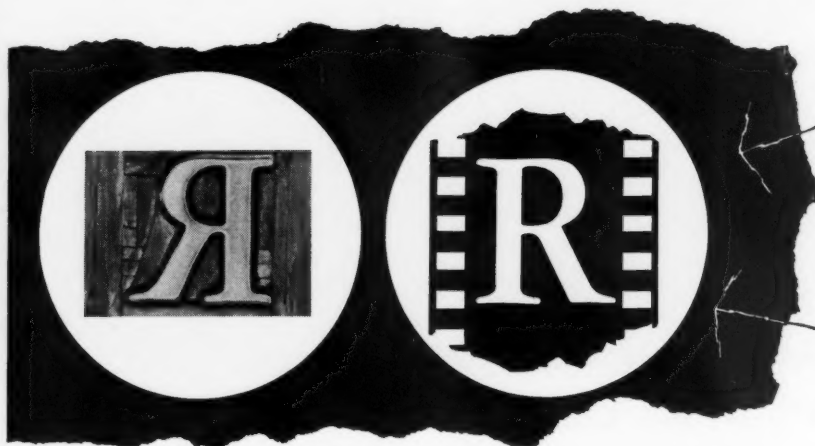
JAMES S. HUDSON, chairman of the 1955 membership and fund campaign of the Dallas County American Red Cross.



MOTHER AND BABY CARE COURSES are offered free of charge by Red Cross Nursing Services as well as home care of the sick courses. Last year a total of 367 certificates were awarded to Dallasites enrolled in such classes.



JUNIOR RED CROSS members complete an exhibit that demonstrates the contents of one of the 2,765 gift boxes sent to children in war-torn and disaster areas during 1954.



"Hot Metal" or "Portrait on Film"

IT'S ALL PART OF OUR COMPLETE TYPOGRAPHIC SERVICE

However type can be set today — conventional "hot metal" style or by camera — Jaggars-Chiles-Stovall can set it, to your complete satisfaction.

Long one of the most completely equipped plants in the country for Linotype, Monotype, and foundry type composition, J-C-S last year introduced the FOTOSETTER to the Southwestern market. This remarkable machine, which *sets type on film*, produces composition of exceptional beauty for specialized work. Filmotype and Flexibletype, processes that can almost literally make type "wiggle and giggle," are other new film setting devices that typify J-C-S complete and modern typography.

For Dallas and Southwestern advertisers, agencies, publishers, lithographers, printers and artists Jaggars-Chiles-Stovall offers unparalleled typographic service, complete and coordinated throughout its many departments. Day and night shifts give you 'round-the-clock service. And air mail gives customers throughout the Southwest the same fast, reliable service that our local customers enjoy.

Whatever you need typographically, Jaggars-Chiles-Stovall has it!

type composition
photographic
composition
filmotype lettering
flexible type
reproduction proofs
newspaper mats
plastic plates
stereotypes
photoengravings

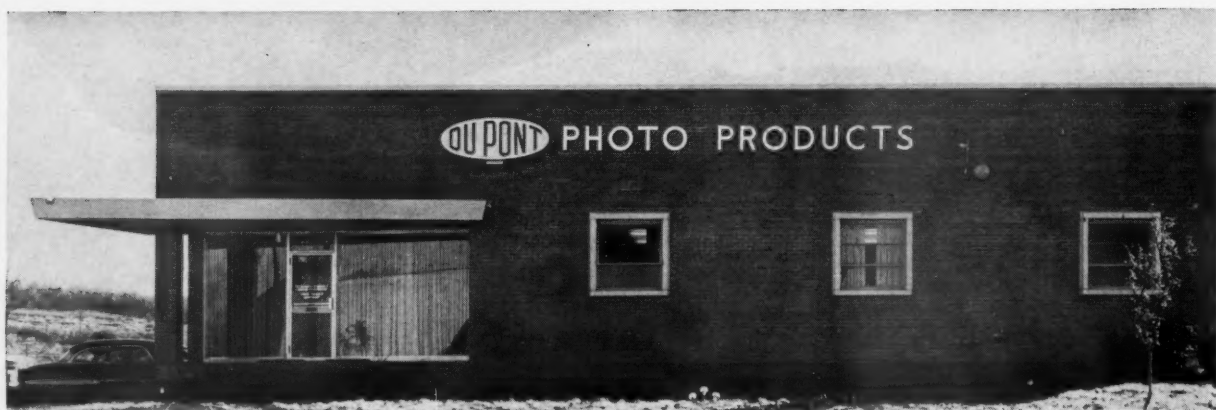
JAGGARS-CHILES-STOVALL, INC.

522 Browder Street

Dallas, Texas

PRospect 5187

This ad set completely on the FOTOSETTER



DuPont Opens New Office and Warehouse

Shown above is the new air-conditioned office building and photographic warehouse opened by the DuPont Company's Photo Products Department at 1628 Oak Lawn Ave. The new warehouse measures 70 by 106 feet, and contains more than 7,000 square feet of floor space. Before moving

into the new quarters, the Dallas district office was located in the Tower Petroleum building. Paul H. Smith, Dallas district manager; W. F. Lockwood, sales supervisor; C. S. Mowbray, office manager, and technical representatives will maintain their offices in the new building.

Use Same Headquarters. Binford Sloan Distributing Company and Kooler Kover Company, Inc., are operating from a new building at 1428 Slocum, in the Trinity Industrial District.

★

Expand Parking Lot. The Borden Company has announced purchase of additional land and the installation of improved facilities for the parking and servicing of its expanding fleet of refrigerated trucks adjacent to the company's plant at 1801 Leonard Street. Installation of refrigeration equipment for the new lot was done by the Industrial Welding Service.

New Filter Introduced. The Dye Filtration Company of Dallas has been organized to introduce and distribute a new air, liquid or chemical filter to the Dallas-Fort Worth area. The new filter will be made available to the public through air conditioning appliance stores and department stores.

★

Firms Rated Excellent. The American Institute of Management has awarded 1954 certificates of excellence to Dresser Industries, Inc., First National Bank in Dallas, Lone Star Gas Company and Texas Utilities Company.

Progressive Farmer Moves. The Progressive Farmer, formerly located in the Southland Life Annex Building, has moved to new and larger quarters in the Rio Grande National Building.

★

Minit Market Expansion. A total of 15 new Minit Markets are to be opened in the Dallas-Fort Worth area during 1955—seven of them within the next 60 days—according to a recent announcement by Earle Cabell, president. Sites for the stores have already been purchased in Dallas, Fort Worth, Garland, Irving, Richardson and McKinney.

FRANK MELTON

LAURENCE MELTON



Riverside 6736

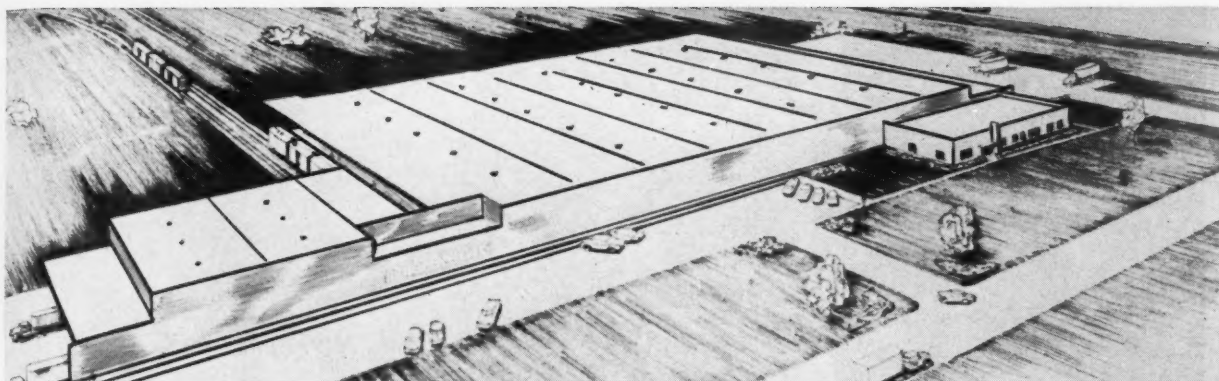
Melton

PRINTING COMPANY

Your Cooperative Printer

2930 COMMERCE STREET • DALLAS 26, TEXAS

PRINTING AND LITHOGRAPHING



Construction Begins on Associated Grocery Warehouse

Work on a new 173,000-square foot warehouse to be erected in the Brook Hollow Industrial District at a cost of \$1,000,000 for Associated Grocery of Dallas, Inc., is now well under way. The new warehouse shown above in the architect's drawing, will be located on a 23 1/2-acre site and will provide facilities for planned expansion of the organiza-

tion, enabling it to serve members over a 200-mile radius of Dallas, according to J. D. Simril, general manager. The building is being erected by Carpenter Brothers, Dallas general contractors. Mullen and Powell are consulting engineers on the project, and Walter W. Cook & Associates, is consulting architect.

Triple Plant Size. When the Dearborn Stove Company completes the new 42,000-foot addition to its present facilities on or about May 1, the firm will have tripled the size of its original Dallas installation. Work on the addition, plus a new 150-car employee parking area, is being done by O'Rourke Construction Company under the terms of a \$175,000 contract.

★

Open New Offices. Metropolitan Employment Service's new offices in Suite 816, ICT Building, were formally opened last month following a reception attended by members of the Employment Board of Dallas and other guests.

Opens Hudson Dealership. Curtis Parker Motors, 2625 Live Oak, has opened a Hudson dealership. Mr. Parker, in partnership with John M. Clark, said the firm would display Hudson's complete line of cars.

★

Move to New Building. The Dallas Coffee & Tea Company has moved into its newly completed building at 1532 Slocum, in the Trinity Industrial District. The new building provides complete storage facilities and includes a modern coffee roasting plant. In addition to its coffee and tea importing, roasting and packing operations, the firm is a wholesale grocery firm.

New Warehouse Opened. The American Fabrics Company, Bridgeport, Connecticut, recently opened its new warehouse at 1101 Young Street, under the direction of William M. Helton, southwestern sales manager. Mr. Helton will be assisted by L. B. Stuart, branch manager.

★

First Place Awards. A. Harris & Company won two first place awards in two categories of the yearly National Retail Dry Goods Association's newspaper advertising contest. The winning ads were prepared under the direction of Sales Promotion Director Harry Silverglat and Advertising Manager Mrs. Roz Taylor.

SERVING BUSINESS and INDUSTRY

FELIX HARRIS & CO.
Insurance

212 NORTH FIELD STREET, AT PACIFIC
PR-8228

FELIX HARRIS

BEN HARRIS

REX HARRIS

BILL CARTER

NED HARRIS





***PROFIT-EATER** (profit-et-ēr) n. 1. Any inefficient, outmoded or overloaded records-keeping system that eats business dollars. Loves waste, especially of your money, motion, time and space. (Very greedy variety.)

How to put this profit-eater on a diet and give accounting executives more time

BSD's† been saving profit dollars for cost-conscious clients for more than fifty years! It can do the same for you! Take Punched-Card Record Services for instance. BSD has the personnel, equipment and know-how to step in . . . right now . . . and give you those timely reports on: Inventory Control Anal-

ysis, Accounting Control, Labor and Sales Controls.

Curious about cutting costs? Anxious about saving time? Just call or write for free detailed information. For a limited time you can get any or all of the folders listed below. Ask for them by number. No obligation of course.

Remington Rand

2100 N. Akard St., Dallas 1, Texas. PProspect 3111

†Business Services Department

EIGHT COST-CUTTING BUSINESS SERVICES

PUNCHED-CARD RECORD SERVICE (BSD-8)
SYSTEMS CONSULTING SERVICE (X796B)

COMMODITY CLASSIFICATION SERVICE (BSD-10)
RECORDS MANAGEMENT SERVICE (CR850)

DEXIGRAPH PHOTOCOPY SERVICE (BSD-4)
RECORDS INSTALLATION SERVICE (BSD-2)

MICROFILM SERVICE (BSD-5)

CONTINUOUS MICROFILM ENLARGEMENT-SERVICES (BSD-3)



R. C. DOLBIN, left, executive secretary-manager of the Dallas Retail Merchants Association since 1940, receives a gold wrist watch and plaque upon his voluntary retirement. Fred C. March, center, a director of the association, makes the presentation as George F. Pierce, president, watches.

Retail Merchants Honor Manager Upon Retirement

THE Dallas Retail Merchants Association this month presented a special award to R. C. Dolbin, manager for the past 15 years, and elected Horace Ainsworth, editor of "Dallas" and director of publicity for the Dallas Chamber of Commerce since 1950, as its new manager.

George F. Pierce, president of the Dallas Retail Merchants Association, and Jerome K. Crossman, president of the Dallas Chamber of Commerce, made the announcement jointly.

Directors of the Retail Merchants Association also heard reports on aviation, the 1956 Cotton Bowl, and progress on the new Statler-Hilton.

Max Peck, sales manager for the Statler-Hilton, said that construction of the new 1,001-room hotel is right on schedule. He stated that they will be open for business on October 1, 1955.

Bill Sansing, manager of the Dallas office of McCann-Erickson Advertising Agency, outlined plans for a full week of activities centering around the 1956 Cotton Bowl game.

"More than 20,000,000 television homes tuned in the 1955 Cotton Bowl Classic," Mr. Sansing said. Only the Rose Bowl rated a higher audience, due to lack of competition during its late afternoon game.

He said that the Cotton Bowl Athletic Association is now producing a color,

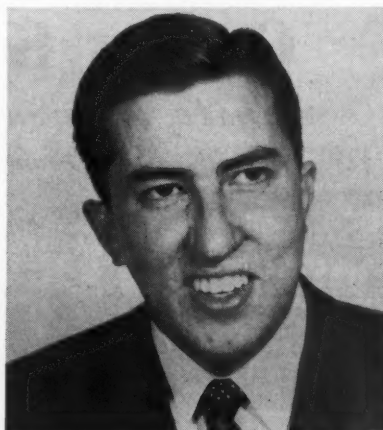
sound movie to be shown throughout the U. S. He has also established a year round Cotton Bowl Information Service for writers and newsmen.

J. D. Brewer, past president of the Retail Merchants Association, reported on his trip to Washington last week when he appeared as a witness before the Civil Aeronautics Board.

He said that he testified that Dallas merchants must have convenient air service if they are to serve their customers adequately.

George F. Pierce, president of the association presided.

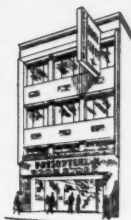
HORACE AINSWORTH



FORREST AND COTTON Consulting Engineers

Praetorian Building
Phone RA-4341 Dallas

Presbyterian Book Store



1814 Main St.
DALLAS
Phone RI-5546

Kenneth isn't a
Kibitzer!



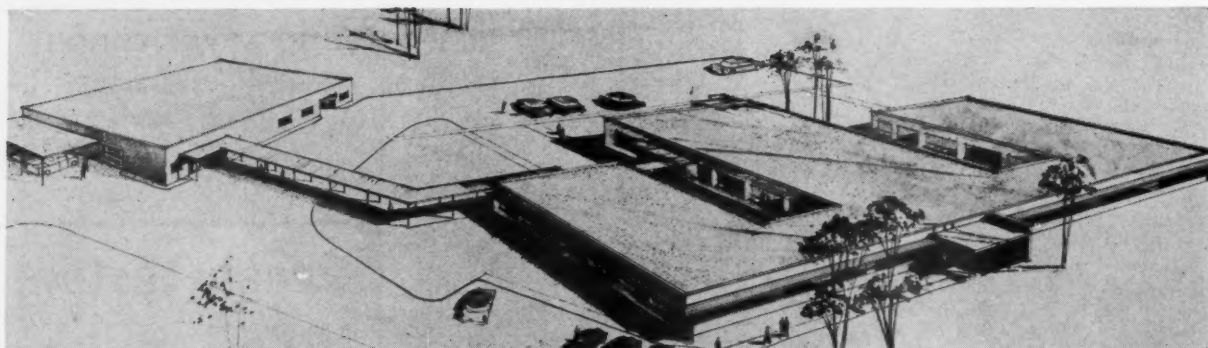
He just doesn't have
"Continuous Vision"

When your vision is interrupted—when you're forced to adopt unnatural head positions in your effort to see clearly—you don't enjoy "continuous vision." If you'd like to see easily at all distances, see your doctor. His prescription for Continuous Vision Lenses will help you to see *youthfully*—and look youthful. Let us fill your prescription with the care that insures satisfaction. We offer a wide choice of attractive frames.

"The Prescription House for the
Eye Physician"

SYLVESTER'S
Dispensing Opticians

Phone RA-6968
308 Medical Arts Building Dallas



Sun Oil Building Production Research and Development Lab

The Sun Oil Company has launched construction of a new production research and development laboratory and service building. The site is on a 14 1/2-acre tract along North Central Expressway, just northwest of the Richardson city limits. Overall cost of the project is estimated at \$400,000. The lab, in the shape of an "E," will take in about 20,000 square feet of floor space. The rectangular service building, sepa-

rate, will have 10,000 square feet. Completion is scheduled for July 1. Architects are Berry and Manning. General contractor is the James Stewart Company, and structural engineer is J. R. Joiner. Blum and Guerrero were awarded the mechanical engineering contract and Robert F. Millar is supervising the project for Sun.

J. B. LANGFORD, FRANK B. ALDERICE, and JAMES F. COLE were recently elected treasurer, secretary and comptroller, respectively, for the Southland Corporation.

JAMES R. BURCH, JR., formerly of Paris, Texas, where he was a representative for Southland Life Insurance Company, has been promoted to the position of field assistant for the firm.

ROGER G. BROWN has been appointed general manager of C.B.S. Columbia of Texas, distributor for C.B.S. Columbia TV and radio receivers in the Dallas-Fort Worth area.



We are proud of our
46 years of service
to a Great People* in a
Great Section of our Nation

- *
 - Over \$715,000,000 of insurance in force
 - Total assets over \$155,000,000
 - Over \$137,000,000 in benefits paid to policy-owners and beneficiaries

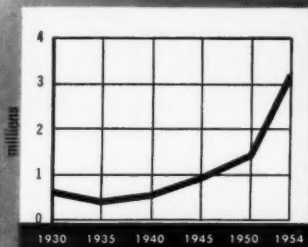
GREAT SOUTHERN
Life Insurance Company

Founded 1909

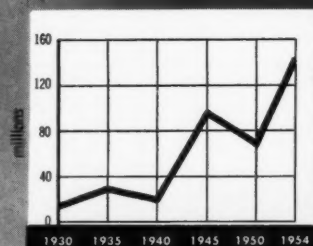
Home Office • Houston, Texas

See your Great Southerner when he calls

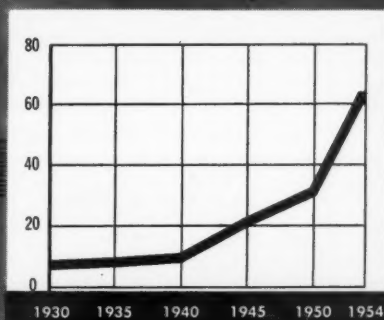
An *Outstanding* growth record in American Banking!



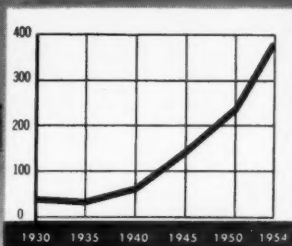
dividends



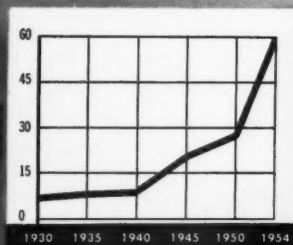
investments



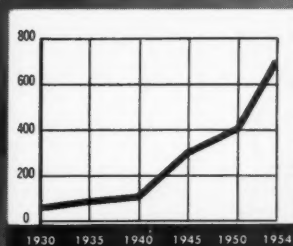
total capital funds (reserves not included)



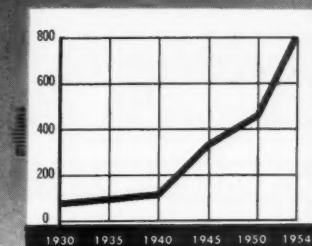
loans



capital and surplus (combined)



deposits



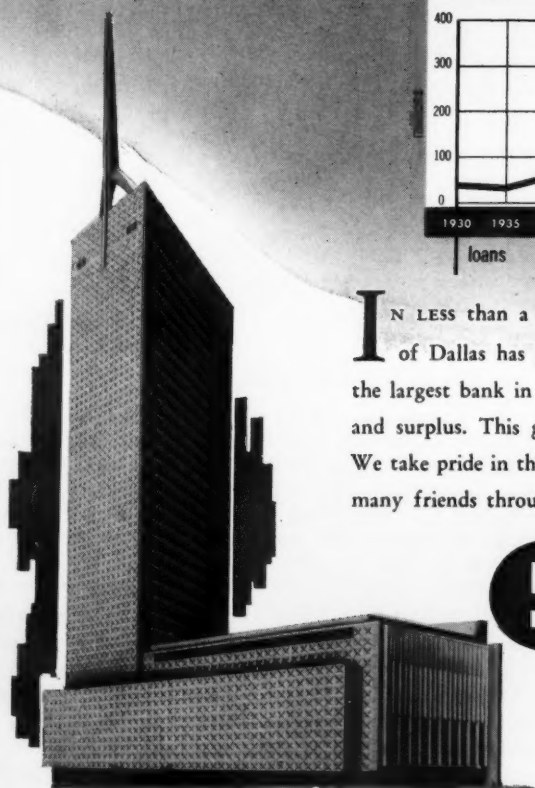
total resources

IN LESS than a single generation, Republic National Bank of Dallas has progressed from a small local bank to become the largest bank in the South and the 19th largest in America in capital and surplus. This growth is diagrammed in the above charts. We take pride in this record of growth, and acknowledge appreciation to our many friends throughout the country who have made it possible.

REPUBLIC
NATIONAL BANK of Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

"The Banker's Bank in the Southwest"



CLOUD

Employment Service

"The Right Person for the Right Position"

Over Twenty-Five Years

Solve *your* personnel problems
by calling...

PR-4821

We have Executives, Office, Sales,
and Technical help of all kinds.

Your use of our interviewing
room is invited.

H. NESTOR DuVALL, *Manager*

National City Building
DALLAS 1, TEXAS



No Cost
to the
Employer



CALL LO-8321 FOR

Printing-

From idea to finished folder, broadside,
booklet, letterhead, any kind of printing.
Let us help you plan your advertising
material and stationery.

Lithography-

Equipped to produce by letterpress, offset
(or lithography) in black and white or colors.
Capacity up to 40,000 pieces daily. Fold-
ing and inserting up to six enclosures,
sealing, stamping, mailing complete. Sen-
sationally reasonable!!!

Complete Mailing Service

LOgan 8321

SHARP & CO. Inc., 1201 OAK GROVE DALLAS 4, TEXAS
Paul K. Sharp, President



JOHN F. SPRAGINS



STEVE LANDREGAN

Chamber Adds Two Staff Members

The Dallas Chamber of Commerce has named two new staff members during February, John F. Spragins and Steve Landregan. Spragins will serve as assistant manager of the convention department, under Z. E. Black. He comes to Dallas from Galveston, where he was assistant manager of the Galveston Chamber of Commerce. Landregan has been named director of publicity and editor of DALLAS magazine. For the past two years he has been a staff newsman at WFAA Radio Station.



Honored as Most Useless

James A. Temple, board chairman of Oak Farm Dairies, is shown above as he receives the Exhausted Roosters' "Extinguished Service Award" from William C. McCraw, judge of the Dallas County Special District Criminal Court. The Roosters, made up of aging Junior Chamber of Commerce members, makes the award — along with "Rufus, the Rooster," to the person it considers "Dallas' Most Useless Citizen" for the preceding year. Bob Archer, president of the group, holds up the audience participation sign at the rear.

SIMEON T. LAKE, for 30 years an executive of Pig Stand Company, Inc., has retired from active duty with the company. Mr. Lake, who joined the firm as secretary-treasurer, is a former president of the Texas Restaurant Association and a director of the State Restaurant Association.

JIM T. NICHOLS, who only two months ago joined the firm of Edwards-Northcutt, Inc., Dallas mortgage bankers, has been put in charge of a new department established to handle FHA loans. Mr. Nichols was formerly a loan officer with the Mercantile National Bank

Achievement In Teamwork

We all like to be on a winning team.
It gives us a feeling of importance and the satisfaction of being successful.

Every person who has a part in creating or producing an unusually beautiful job of printing or advertising is on the team and has a right to be proud of its achievement. The Graphic Arts Industries of the Southwest produce many outstanding jobs.

Especially worthy of mention is a number of annual reports, brochures, and directories designed and written by some of the nation's leading artists and copywriters under the supervision of capable advertising agencies. The Scott organization is pleased to have been on the team producing these jobs . . . Artists, Printers, Advertising Agencies and Engravers who appreciate the value of the best in typesetting and typography use the services of John A. Scott Company, Inc., at 2812 Taylor Street, Dallas, Texas. Telephone PR-3746.

Please turn the page...

Complete Typographic Service

- ☆ Advertising Typography
- ☆ Linotype Composition
- ☆ Monotype Composition
- ☆ Filmotype Composition
- ☆ Camera Modification
- ☆ Typographic Counsel
- ☆ Reproduction Proofs
- ☆ Adhesive Proofs
- ☆ Acetate Proofs
- ☆ Reverse Proofs
- ☆ Film Positives
- ☆ Monotabular Forms
- ☆ Mats and Stereotypes
- ☆ Plastic Plates
- ☆ Rubber Plates

Camera Modification and Filmotype by Scott:




FILMOTYPE and CAMERA MODIFICATION
... the latest additions to our facilities ... can
help put extra eye-appeal in your advertising
and printed messages.

and printed messages.

Shaded letters, shadowed letters, solid letters, outline letters, slanting letters, perspective letters, or any other sort you can think of are all possible with CAMERA MODIFICATION . . . circles . . . perspectives . . . artwork at a thousand different angles . . . textures . . . patterns . . . reverse positions . . . all these and many more are possible with CAMERA MODIFICATION by Scott . . . quickly, easily and economically.

Illustration and Camera Modification catalog showing all Filmotype and Camera Modification or our 500-page book, *Type Faces*, with

circles . . . patterns . . . reverse positions . . . textures . . . quickly, easily and with **CAMERA MODIFICATION** by Scott . . .

 If you need our **Filmotype** and **Camera Modification** catalog showing all **Filmotype Faces** and many **Camera Modifications**, or our 500-page book, **Type Faces**, showing complete alphabets in over 250 kinds of type, call or write

Dial PR-3746

Dial PR-3746

complete

JOHN A. SCOTT COMPANY, Inc. • 2812 Taylor Street, Dallas, Texas

Scott

Dallas, Texas

JOHN A. SCOTT



Scott

JOHN A. SCOTT COMPANY, Inc. • 2812 Taylor Street, Dallas, Texas

FILMOTYPE



Carrier-Bock Doubles Pace

Shown above is an architect's sketch of the newly-expanded facilities of Carrier-Bock Air Conditioning Company at 2133 Cedar Springs, providing the firm with 50,000 square feet of space. Carrier-Bock is the second-ranking dis-

tributor, by volume, of Carrier air conditioners. Officers of the company are Irving I. Bock, president; and Robert M. Kilpatrick and George L. Frymire, vice presidents.

Merge with Southwest Title. Southwest Title and Insurance Company, with home offices at 503 W. Jefferson Blvd., Oak Cliff, has purchased and merged with Southern Title & Abstract Company. The Southern Title & Abstract offices will be operated as a downtown Branch of the purchasing company. Owen George is president of the firm, with George L. Burnett serving as vice president.

Dual Expansion Program. The Standard Pipe & Supply Company, 3211 Main Street, and Frontier Manufacturing Company, 10600 Hines Boulevard, have jointly purchased a 13-acre industrial site on Hines Boulevard, just north of Walnut Hill Lane. The property is to be used for the expansion of facilities offered by the two companies.

New School Building. Among the new school buildings ready for occupancy at the start of the second term will be the Victor H. Hexter Elementary School at 9700 Waterview, in the White Rock area, and the Dan D. Rogers Elementary School at Lovers Lane and Abrams. Opening of the new facilities made 18 temporary classroom units available for use in new locations.

long term mortgage loans

- ★ FHA
- ★ STRAIGHT GI
- ★ CONVENTIONAL

residential
income properties

American

INVESTMENT

Dallas

LIFE OF AMERICA BUILDING

MORTGAGE BANKERS



General

CORPORATION

Texas

PHONE PR-6361

52nd Annual Statement REPUBLIC INSURANCE COMPANY

Annual FINANCIAL STATEMENT VANGUARD INSURANCE CO. As of December 31, 1954

ASSETS	
Cash in Banks	\$ 373,215.81
U. S. Government Bonds*	2,545,501.05
Public Utility Preferred Stocks†	51,500.00
Industrial Preferred Stocks†	49,250.00
Industrial Common Stocks†	96,370.00
Agents' Balances (Not over 90 days)	234,902.51
Premium Notes	19,303.63
Other Assets	3,171.85
	<u>\$3,373,214.85</u>

LIABILITIES	
Unearned Premium Reserve	\$ 820,098.62
Reserve for Losses	259,780.00
Reserve for Taxes	102,117.51
Other Liabilities	5,500.00
Schedule "P" Statutory Reserve	104,808.20
Contingency Reserve	47,804.20
Capital	\$1,000,000.00
Surplus	1,033,106.32
	<u>2,033,106.32</u>
	<u>\$3,373,214.85</u>

*Amortized

†Value as established by Insurance Commissioners Committee on Valuation of Securities.

U. S. Government Bonds of the par value of \$355,000.00 are on deposit with the Insurance Departments of various states in accordance with legal requirements.

FINANCIAL STATEMENT

As of December 31, 1954

ASSETS	
Cash in Banks and Offices	\$ 2,081,860.23
U. S. Government Bonds*	8,007,104.62
State Bonds*	218,827.42
Municipal Bonds*	4,553,460.16
Industrial Bonds*	6,973.60
Mortgage Loans	138,859.60
Collateral Loans	354,613.73
Savings and Loan Investments	1,708,265.73
Public Utility Preferred Stocks†	851,981.00
Industrial Preferred Stocks†	1,081,450.00
Bank Stocks†	4,216,638.00
Insurance Stocks†	1,153,051.00
Vanguard Insurance Co. (a wholly owned subsidiary)	2,080,910.52
Railroad Common Stocks†	45,200.00
Public Utility Common Stocks†	477,980.00
Industrial Common Stocks†	2,788,764.78
Agents' Balances (Not over 90 days)	1,443,181.16
Premium Notes	1,200,643.83
Home Office Building	136,899.19
New Home Office Building Site	223,803.38
Eastern Department Building	98,507.18
Pacific Coast Department Building	93,419.07
Due from Reinsurers	257,060.73
Other Assets	101,726.50
	<u>\$33,321,181.43</u>

LIABILITIES	
Unearned Premium Reserve	\$17,716,498.72
Reserve for Losses	913,785.96
Reserve for Taxes	935,403.47
Other Liabilities	155,148.98
Contingency Reserve	5,239,475.62

Capital:

Preferred	\$1,700,000.00	
Common	2,400,000.00	\$4,100,000.00
Surplus	4,260,868.68	8,360,868.68
		<u>\$33,321,181.43</u>

*Amortized

†Value as established by Insurance Commissioners Committee on Valuation of Securities.

U. S. Government Bonds of the par value of \$1,560,000.00 are on deposit with the Insurance Departments of various states in accordance with legal requirements.

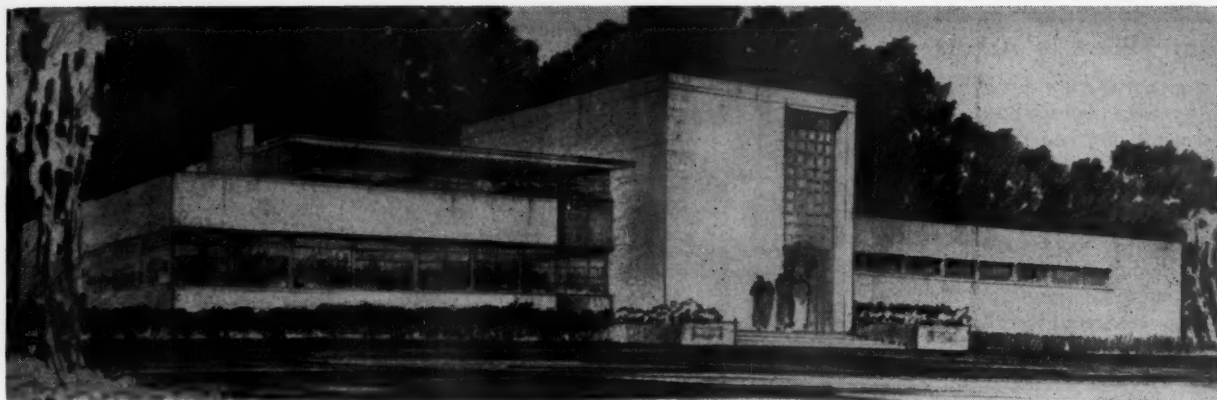
Writing: FIRE • TORNADO • WINDSTORM • HAIL • EXPLOSION
RIOT and CIVIL COMMOION • EARTHQUAKE • EXTENDED COVERAGE
INLAND MARINE • AUTOMOBILE • BURGLARY • LIABILITY

Home Office, 3415 Cedar Springs Avenue, DALLAS, TEXAS

Eastern Dept. 110 Fulton Street, NEW YORK, N. Y.

Central Dept. 309 W. Jackson Blvd., CHICAGO, ILL.

Pacific Coast Dept. 675 S. Park View, LOS ANGELES, CAL.



New Medical School Students' Center

Shown above is a sketch of the new \$200,000 Skillern Students' Center to be erected at the campus of the University of Texas Southwestern Medical School in Dallas, on which construction is expected to begin this spring. The two-

story building will house facilities for students' use, including reading rooms, game rooms, offices and meeting rooms. The building was made possible by the gift of an additional \$100,000 by the Skillern Drugstores.

New Country Club. Plans for the new million-dollar Dallas Country Club to be erected on the site of the present building, Beverly and Preston, are expected to call for a clubhouse "of the Williamsburg or Georgian style," according to Sam P. Burford, newly-elected president. Stockholders, in addition to choosing Mr. Burford as president, also named: J. M. Moroney, Jr., first vice president; Mose Branum, second vice president, and Don M. Houseman, secretary-treasurer.

★

Dallas Representative. The J. W. Joiner Company has been named the Dallas area representative of Dryer Hanson, Inc., manufacturers of commercial refrigeration and air conditioning equipment.

In Larger Quarters. Fisher Motors Nash, exclusive Nash dealers in Dallas formerly located at 4201 Oak Lawn, has moved to larger quarters at 2114 North Harwood. The firm's new building provides a large sales room, service and parts departments, and a body shop.

★

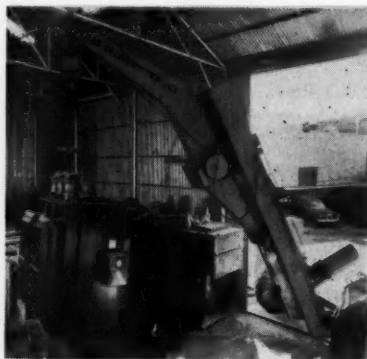
New Brook Hollow Plant. Dobson Vending Service, Inc., and Dobson Distributing Company, Inc., will share quarters in the new building now under construction at 8908 Sovereign in the Brook Hollow Industrial District, starting about May 1. The two firms operate vending machines over a five-state area. Joe Dobson is president of the service company, and Jim Dobson heads the distributing company.

Affiliated Firms Move. Texas Advertising Specialties and its affiliate, Pencil Advertising Company, have relocated in a new building at 2510-12 Caroline. The 3,000-square-foot structure was designed by Ed Willomenen and built by John Birge Construction Company. It is owned by Louis, Stanley and Freddie Goldstein, partners in the two specialties firms.

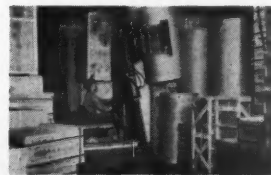
★

Purchase Oriental Gasket. The Oriental Gasket and Packing Company, 2612-14 Commerce, has been purchased by Clarence F. Merriam and Henry Wolfenden, both of whom have been associated with the firm for many years. Mr. Merriam, formerly vice president, is the new president. Mr. Wolfenden will continue as secretary-treasurer.

NO MATTER HOW BIG...STORE IT AT TEXAS DELIVERY WAREHOUSE



- 40,000 square feet of space.
- Top-notch warehouse and yard storage facilities.
- Private rail sidings.
- Mechanized handling and palletized storage
- One-hundred foot covered dock for trucks with plenty of off-street parking.
- Forty trucks available for redistribution.



TEXAS DELIVERY WAREHOUSE

920 S. LAMAR • DALLAS

• ASK FOR BYRNE SHOFNER AT PR-0800

Dallas Insurance Firms Near Billion in Assets

A special January survey by the industrial department of the Dallas Chamber of Commerce disclosed that total assets of Dallas-based insurance companies have almost reached the billion-dollar mark.

This represents a gain of 24.7 per cent in the last two years.

The number of companies with Dallas home offices has risen from 140 to 186, or 32.8 per cent. And the total assets of all companies of all types have climbed from \$765,691,755 to \$954,781,962 in the same period.

The figures do not include data on scores of other insurance firms which also have offices in Dallas and do business here.

The Chamber survey was based on figures from the Board of Insurance Commissioners' new directory.

★

Establishes Sales Office. The Western Waxed Paper Division of Crown Zellerbach Corporation has set up a Dallas sales office at 6801 Hillcrest Avenue. Clayton Hayes, former superintendent of the Los Angeles, California, plant of Western Waxed Paper, will head the new office as resident sales representative.



Bankers Awarded Kudos Degrees

Ben H. Wooten, left, president of the First National Bank in Dallas, holds up his "Master of Civic Arts" degree, as Fred F. Florence, Republic National Bank president, shows his "Master of Construction" degree as both men are offered congratulations by Mayor R. L. Thornton, center, at a recent Dallas Advertising League's Bankers Day meeting. The degrees, awarded "summa cum laude," were conferred by the Ad League's make-believe Kudos College, which was founded five years ago to honor Dallasites who have brought favorable publicity to Dallas and Texas.

We Live in Dallas
to Serve
and Greater
North Texas

Dallas

McCann-Erickson, Inc., in Dallas, is a local agency serving local advertisers with local people.

Our viewpoint, experience and facilities are distinctly Texan . . . the resources available to our clients as broad as our world-wide agency organization.

McCANN-ERICKSON INC.
ADVERTISING

Gibraltar Life Bld'g

Bill M. Sansing, Mgr.

NEW YORK, HOUSTON, BOSTON, CLEVELAND, DETROIT, CINCINNATI, CHICAGO, SAN FRANCISCO, LOS ANGELES, PORTLAND, HOLLYWOOD, TORONTO, LONDON, PARIS, FRANKFURT, HAMBURG, BRUSSELS, BUENOS AIRES, RIO DE JANEIRO, SAO PAULO, SANTIAGO, BOGOTA, HAVANA, MEXICO CITY, LIMA, SAN JUAN, MONTEVIDEO, CARACAS.

OUT FRONT in DALLAS with BINSWANGER *Glass*



TITCHE-GOETTINGER CO., in its big expansion program dramatizes Binswanger glass products in the modern manner. One TEXAS-SIZE display window is thought to be one of the largest single plates of glass in the Southwest. More than four dozen entrance doors are TUF-FLEX heat-tempered glass with unusual custom-designed door pulls of bronze and granite.

CALL US FOR
Glass
OF EVERY
DESCRIPTION

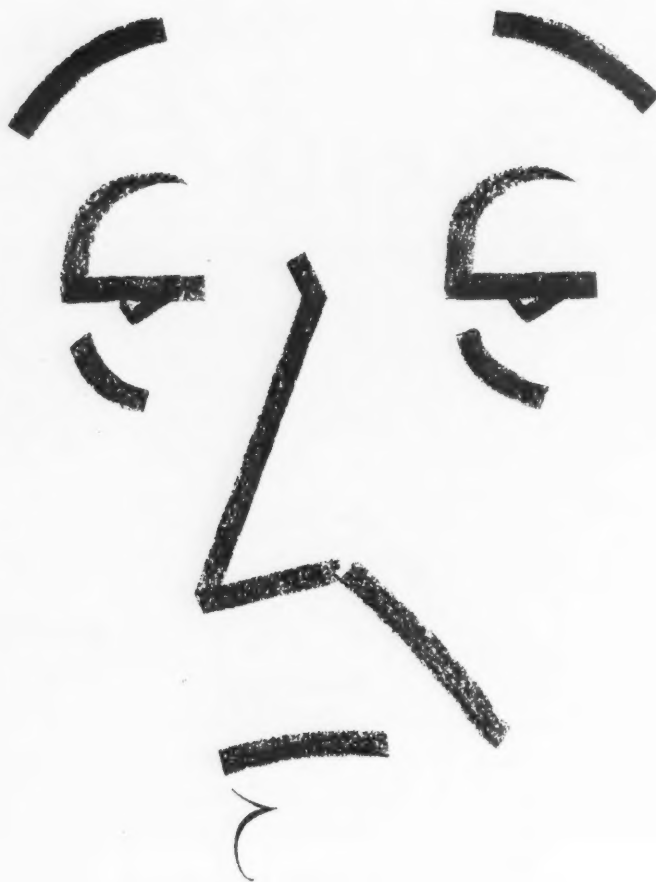


2019 N. LAMAR

PH. PR-7751

BINSWANGER & CO. is happy to have worked with Thomas Jameson & Merrill, the architects, and the O'Rourke Construction Co. in installing dramatic, beautiful expanses of Libbey-Owens-Ford plate glass for show windows; the TUF-FLEX glass doors; and TRU-FLECT interior mirrors (manufactured by Binswanger & Co.).

Serving the South and Southwest with
Glass and Products of Glass since 1872



Why too many advertisements loaf on the job!

They're tired — dog-tired before they even start. They're pooped from the weight of a worn-out idea . . . they're drowsy and droopy from an empty, dull, cold approach. So instead of working, they loaf.

It's the fresh, warm, dynamic, awakening approach that works hard and gets an advertiser more for his advertising money.

TAYLOR-NORSWORTHY, Incorporated

Advertising

DALLAS



LINGO LUMBER COMPANY'S modern plant, shown above, is in striking contrast to the firm's lumber yard back in 1905, when it boasted three employees and a team of mules.

Lingo Lumber Company Marks Golden Anniversary

ON March 3 The Lingo Lumber Company, one of Dallas' pioneer building supply firms, will observe its fiftieth anniversary. Organized in Dallas in 1905, the firm began business fifty years ago in the 3000 block on Elm Street with three employees and one team of mules. The firm soon outgrew its Elm Street location and moved to 2630 San Jacinto where the company remained for 38 years. In 1950 the Lingo Lumber Company moved to its present location at 5116 Hines Boulevard.

Among the first to recognize the possibilities of Hines Boulevard development, Mr. W. M. Lingo Sr. purchased the nine acres of land on which the firm's present plant is located in 1938. The plant was engineered to incorporate the most modern ideas in structural design and efficiency in the handling of lumber and complete lines of other building materials. The property has its own 900 foot railroad siding and contains more than 3.5 acres of concrete paving of which more than two acres are under roof.

Giant heavy duty fork lift trucks which can raise 6000 feet of lumber at one time have replaced the mules of fifty years ago and the present firm has 37 employees and operates ten delivery trucks to serve all sections of Metropolitan Dallas. From an original capital of \$40,000 the company has grown past the million dollar class in capitalization.

A unique feature of the Lingo Lumber Company is that it has developed for a half century under the same family man-

agement. Representing the third Lingo generation, its present president is W. M. Lingo, Jr., grandson of the late E. H. Lingo who came to Texas in 1870.

E. H. Lingo was one of the organizers and the first president of the Lumberman's Association of Texas. His son, the late W. M. Lingo, was vice president and manager of the yard in 1905. He became president when his father died in 1927. He had been in the lumber business in Denison and in what is now the southern part of Oklahoma. Under his leadership the company experienced its greatest growth.

W. M. Lingo served as president of the Dallas Retail Lumber Dealers' Association during the 1930's. In 1936 he instituted what was called the "Dallas Plan." He was the driving force behind a campaign by lumber dealers and the Southern Pine Association to promote the use of properly graded, dried and manufactured lumber. The construction industry credited this campaign with bringing about many improvements in the standards of home construction.

Following Lingo's death in 1944, the business was continued by his sons, W. M. Lingo, Jr. and J. D. Lingo, who, with Wilson Schoelkopf, a son-in-law, are directors of the company.

The company has four other officers. J. D. Sheppard, director and executive vice president; Ward E. Bell, director and vice president and sales manager; T. Roy Hodson, vice president and Malcolm Crow, secretary-treasurer.

WORK OVERLOAD GOT YOU DOWN?

"turn gloom to glee!"

FREE BROCHURE

ESTIMATES WITHOUT OBLIGATION

DO YOUR OVERLOAD figuring, typing & clerical work ...

RUTHERFORD BUSINESS SERVICE

SERVING NORTH TEXAS BUSINESS FIRMS SINCE 1925

Phone RA-3787

2020½ MAIN ST., DALLAS

NEED SPACE?

USE OUR NEW BONDED

Warehouse for STORAGE



918 DRAGON

RA-4378

Going to Have a Spring or Summer Party?

Make Your Reservations Now at Godfrey Ranch



SEASON OPENS APRIL 15

Saddle Horses ... Swimming Pool ... Fishing ... Boating ... Spanish Dancing Patio ... Garden Stage ... Catering Facilities.

2 Miles East of Grapevine — Highway 121

Dorothy Helen Godfrey Hostess

Phones: Dallas, EL-3921, DI-8789 or Grapevine BU-9-2167

Write: Godfrey Ranch, Route 2, Grapevine

LEASE

Sound Equipment



PAGING
INTERCOM
MUSIC
ALARM

No need to buy! Ask about our *no-down-payment, long-term lease plan* on famous Stromberg-Carlson custom-engineered Sound Systems!

STROMBERG-CARLSON COMPANY

Room 112 — Wilcox Bldg.

4607 Cole Ave.

JUstin 3030

Reserve Your Exhibit Space

NOW!

for the past two years the Dallas National Home Exposition has taxed the capacity of Fair Park's General Exhibits Building.

Home Show

APRIL 30—MAY 8

The best and latest innovations for the home — home building materials, home furnishings, home design and decoration, home appliances.

Phone EL-3921 or DI-8789

for your display space requirements.

Sponsored by

DALLAS HOME BUILDERS ASSN.



Bell Aircraft Unveils Convertiplane

Bell Aircraft Corporation's XV-3 convertiplane, combining the vertical hovering takeoff and landing abilities of the helicopter with the speed and cruising characteristics of the airplane, was recently unveiled at the Bell plant here during brief ceremonies attended by company officers, civic leaders and high ranking military officials. The four-place XV-3 can hover, move forward, backward or sideward with equal ease when used as a helicopter; can be converted to a medium-range aircraft with a speed of more than 175 miles per hour by means of an operation that takes only 10 to 15 seconds. The pilot can either stop or reverse the conversion at any point, while maintaining steady, stable flight.

Baylor to Get Machine. An 8-ton machine which uses atomic energy to treat cancer will be installed at Baylor University Hospital by June. The machine is being bought with a \$75,000 donation from the Reserve Life Insurance Company, made in honor of its president, Charles A. Sammons. The giant radiation instrument, a theratron cobalt 60-beam therapy unit, will be the first of its type in the Dallas area, and will put Baylor among the nation's leading cancer centers. The machine makes possible deeper penetration into cancerous tissue than with ordinary X-ray, with less harm to normal tissue. Cobalt radiation retards or destroys a cancerous growth—as does X-ray—but is gentler, more powerful in its action. Baylor will add \$75,000 to the \$75,000 gift for cobalt materials and for construction of special lead-and-concrete housing for the unit.

★

Move to New Quarters. Dallas Rupe & Son, investment bankers, have moved into new quarters in the Republic Bank Building. The company recently celebrated its twenty-fifth anniversary.

Move to New Quarters. Devoe & Reynolds Company, Inc., paint wholesalers, recently moved into new office and warehouse facilities in the Trinity Park area of the Trinity Industrial District. The new plant, for which the McFadden & Miller Construction Company were general contractors and Jacob Anderson the architect, is owned by Trammell Crow. Bill Campbell, Jr., of The Moser Company handled the lease negotiations. J. T. Lester is district manager of the Devoe & Reynolds southwest division.

★

Opens District Office. The Southwest district headquarters of the Mine Safety Appliance Company will be located at 1630 Oak Lawn, in the Trinity Industrial Park area of Trinity Industrial Park. The company, said to be the world's largest manufacturer of industrial safety equipment, has home offices in Pittsburgh, Pennsylvania. The new quarters consist of an office-warehouse building contracted by McFadden and Miller Construction Company. Trammell Crow is owner and H. Grady Jordan of Bolanz and Bolanz handled lease negotiations.



Open New Office

The J. I. Holcomb Mfg. Co., Inc., with home office, factory and research laboratory located in Indianapolis, Ind., has opened its new Dallas branch office and warehouse at 1310 Dragon Street, in the Trinity Industrial District. James L. Eylar, 2037 Westchester Drive, Garland, has been named warehouse superintendent. The new branch was established to provide improved service throughout the Texas, New Mexico and Louisiana area. The Holcomb company manufactures cleaning brushes, chemicals and waxes.

Lumber Firm Opens. The McKee Lumber Company is now in business at 5021 Bernal Drive in West Dallas. Owners are Mr. and Mrs. Tom McKee, who previously were in the wholesale lumber business. The new firm has 120 feet of lumber sheds and a 40x60-foot warehouse, plus office space. It will handle a full line of building products, including paints, hardware and fir and pine lumber.

Open Branch Office. Employers Casualty Company and Texas Employers Insurance Association have opened a new branch office at 209 Centre in Oak Cliff. A. F. Allen, president of the companion companies, said Elwyn Ponder has assumed duties as branch manager. Sales representatives are C. E. Chaffin, John D. Bailey, Ben Nelson and Howard O. Rhyner. Bill Sampert will be claims adjuster and Mrs. Gladys Keen, cashier.

Bank Building Renamed. Name of the Dallas National Bank Building at 1528-30 Main soon will be changed to the Simons Building. A. Pollard Simons, who bought the building last August, has announced. Mr. Simons said remodeling of the 16-story structure will start when plans are ready, possibly in February. Mr. Simons acquired the building after consolidation of Dallas National with the First National Bank in Dallas.

Opens New Headquarters. The Seidlitz Paint and Varnish Company of Kansas City, Missouri, has moved into a new 6,000-square-foot cream brick, stone-trimmed building at 2107 Farrington Street in the Trinity Industrial District. The new Dallas operation will be Southwestern headquarters for the company, Frank T. Scott is manager of the Dallas plant; J. F. Gorman, district sales manager. The building is owned by Paul Lewis who also was the general contractor. Tom A. Whitley, with Howell H. Watson and Jack D. Watson, realtors, handled lease negotiations.

1,000,000 Safe Hours. Procter & Gamble Manufacturing Company, 1226 Loomis Street, recently celebrated a record of 1,000,000 man hours worked without a lost-time accident. Only one lost-time injury has occurred in the last 2,500,000 man hours worked. Special ceremonies in the factory cafeteria marked the 1,000,000-hour celebration.

Expansion Completed. The Guiberson Corporation has completed an expansion program which more than doubled its rubber plant facilities at 1000 Forest Avenue. Expansion of the firm's metal products plant is under way. The 45-year-old concern makes natural and synthetic rubber compounds and metal products for use in the oil industry.

Make the Katy Your Railroad



for travel—Katy famous meals and service. Streamlined Texas Special daily between St. Louis and San Antonio—de luxe Bluebonnet daily between Kansas City and San Antonio.



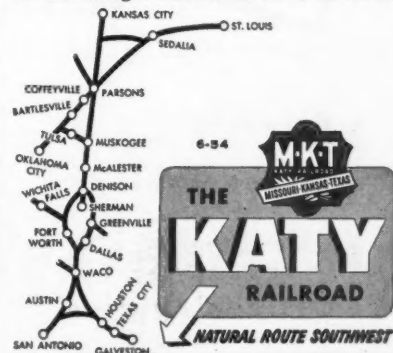
for freight—fast and dependable via the famous Katy Comet and other Katy fast freights. From St. Louis and Kansas City to principal Missouri, Kansas, Oklahoma and Texas cities. Ask about Katy's L. C. L. Freight merchandise service.



for industrial expansion—outstanding Katy-served industrial districts and sites. Ample Labor, Natural Resources, Low Cost Power at your service. Contact Katy Industrial Department, Dallas 2, Texas, without cost or obligation.

THE KATY IN DALLAS

Standout Katy-developed industrial locations include Air Lawn, Garland, Farmers Branch, Cedar Crest and similar areas in greater Dallas. Newest home for Dallas industry is the Windsor-Katy Brook Hollow District, ideal in location, beautiful in appearance, a complete range of advantages second to none in U. S.



Learn Dividends Semi-Annually

3% CURRENT DIVIDEND PER ANNUM
COMPOUNDED SEMI-ANNUALLY

Invest your surplus funds or savings at Metropolitan. You earn liberal dividends and your account is insured up to \$10,000.

Metropolitan SAVINGS AND LOAN Association

1400 Main Street • Dallas • RI-5103

PRIMER *for* PRACTICAL PRINTING

Q. What shop offers expert advice and counseling on the best way to fill the special needs of each printing job?

A. Etheridge Printing Company.

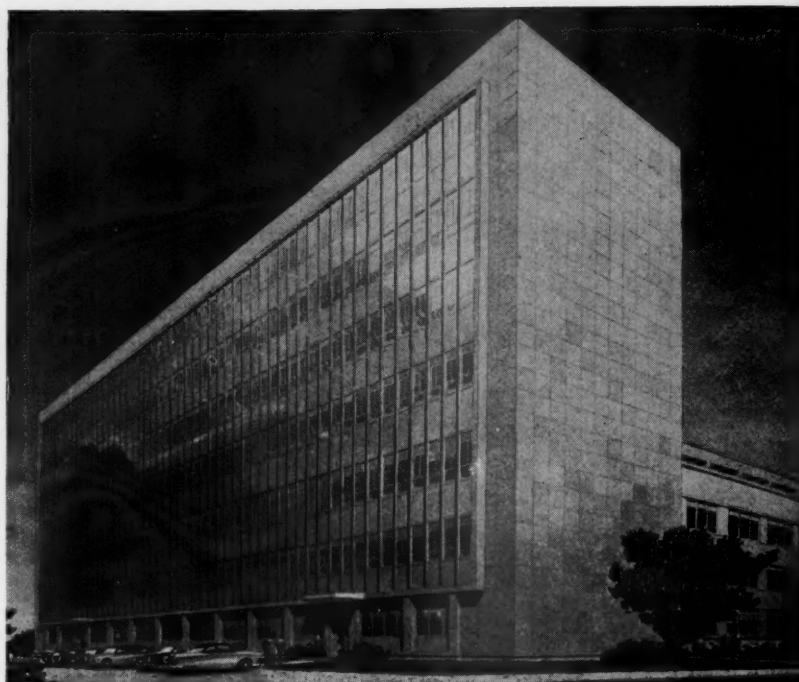
Etheridge Printing Company maintains a staff of representatives, each a veteran in printing and each more than eager to answer your call for advice on any and all printing problems . . . always with an eye to economy.



RA-8101

1812 NORTH FIELD • DALLAS

- ★ Printing
- ★ Lithographing
- ★ Engraving
- ★ Office Supplies



Clinical Science Building Planned

Members of the University of Texas Board of Regents have approved the architect's plans for the new \$3,500,000 Clinical Science Building to be constructed as a part of the Southwestern Medical School. The money for the construction of the addition to the medical center has already been appropriated by the Legislature. The architect is Mark Lemmon.

1954 Biggest Year for Gulf Insurance Company

Gulf Insurance Company, as a result of writing more business in 1954 than in any year of its history, has become the largest stock fire and casualty company in the state. Gulf, with its wholly-owned subsidiary, Atlantic Insurance Company, has consolidated assets of \$38,227,255, an increase of 31.25 per cent over January 1, 1954.

At the firm's annual meeting, stockholders approved a stock dividend of \$250,000, which will raise the company's capital to \$2,500,000. One new share will be issued for each nine now held, according to the plan.

Bell 212 for Army. Bell Aircraft Corporation's Helicopter Division at Hurst, near Dallas, is to be awarded a contract for the development of an Army utility helicopter, the Bell Model 212. The helicopter is to be used by the Army for front line evacuation of wounded, general utility missions and as an instrument trainer.

"Eligible Scholastics" In Dallas Reach 110,000

The Dallas Independent School District's "eligible scholastics" — children between the ages of 6 and 17 — increased by some 8,000 during 1954, it has been shown by a preliminary census conducted by statistician T. W. Browne and his staff.

Although final figures will not be available for some weeks, it is expected the final figures will show that the 225-square mile school district has between 110,000 and 11,000 school-age children. Current enrollment in the 117 schools in the Dallas district is approximately 94,500 students.

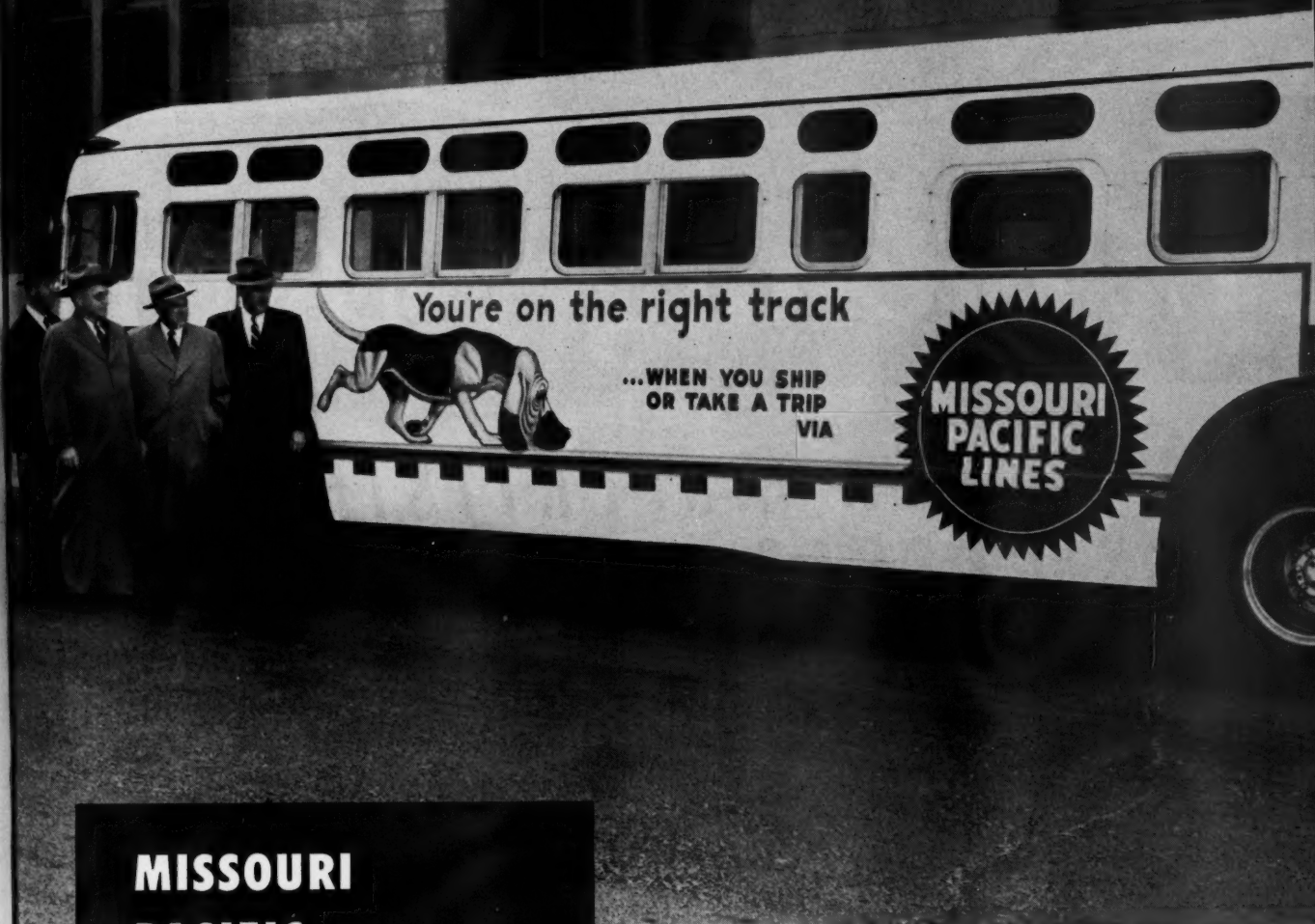
New Divisional Offices. New Southwest Division offices of the General Insurance Company of America and associated companies have been opened in the Davis Building, with Kelly Waller in charge. The new division will serve the companies policyholders in Texas, Oklahoma and Arkansas.

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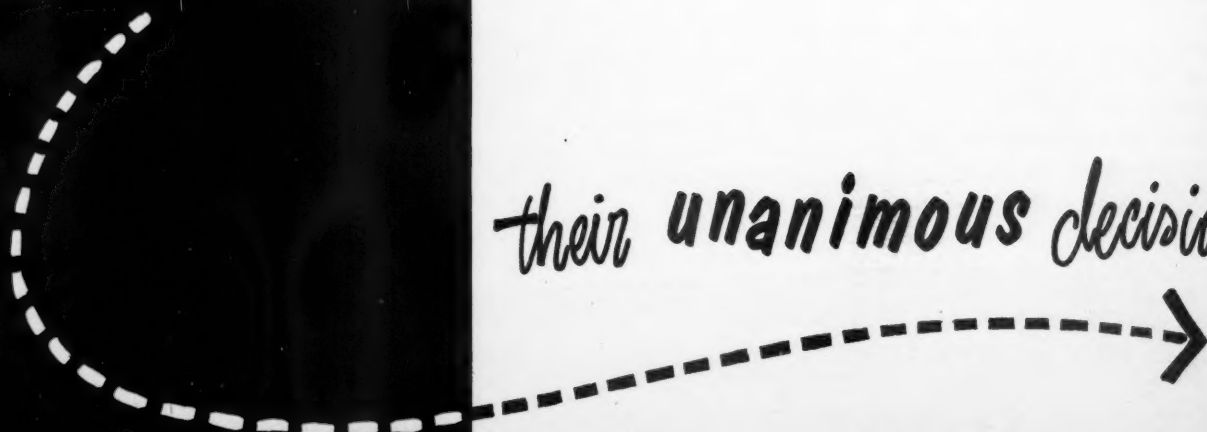
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, 1955



**MISSOURI
PACIFIC
OFFICIALS** KNOW
THE RIGHT ADVERTISING
TRACK WHEN THEY
SEE IT.

their unanimous decision





Traveling Spectacular

**BRAND NEW ADVERTISING MEDIA
BUSINESSES SIMPLE, LOW-COST
REACH THE PUBLIC**

Traveling bus spectaculars go where other outdoor advertising can't. Downtown, suburbs and all points in between . . . at eye-level! No other ad competes with your Bus Spectacular ad.

BUS SPECTACULARS, the newest, most amazing new U. S. media, has been used successfully for a hundred years in England. Just recently have U. S. transit companies allowed spectaculars on the outside of the busses and streetcars in this country — and it's been paying off for advertisers in Cleveland, Minneapolis, Pittsburgh and all the other large metropolitan areas for months. Now, Dallas advertisers have the opportunity to reap the advantages of this wonderful way to reach the public at a cost so low it will amaze you!

If you sell to the public . . .

**NO OTHER ADVERTISING CAN DO WHAT
BUS SPECTACULARS CAN**

What makes spectaculars so advantageous?

- you have huge space for copy (15'x4')
- you can use all the color you need
- no other ad competes with your ad
- your ad goes through residential areas, busy suburban areas and the thickly populated downtown district
- the ad is at eye-level

**When your ads ride the bus they reach people . . .
because . . . BUSSES HAVE GOT TO GO WHERE PEOPLE ARE!**

one of the kinds of companies that are now using
spectaculars successfully in Dallas and other
cities are:

Automobile agencies
Food Markets
Petrol Stations
Department Stores
Furniture companies
Real Estate companies
Building Maintenance
Companies
Furniture companies
Food Packers

- Railroad firms
- Cleaning and Laundry companies
- Optometrists
- Business Schools
- Beverage companies
- Lumber companies
- Plumbing companies
- Radio Stations
- Financial institutions
- Florists

and many, many others

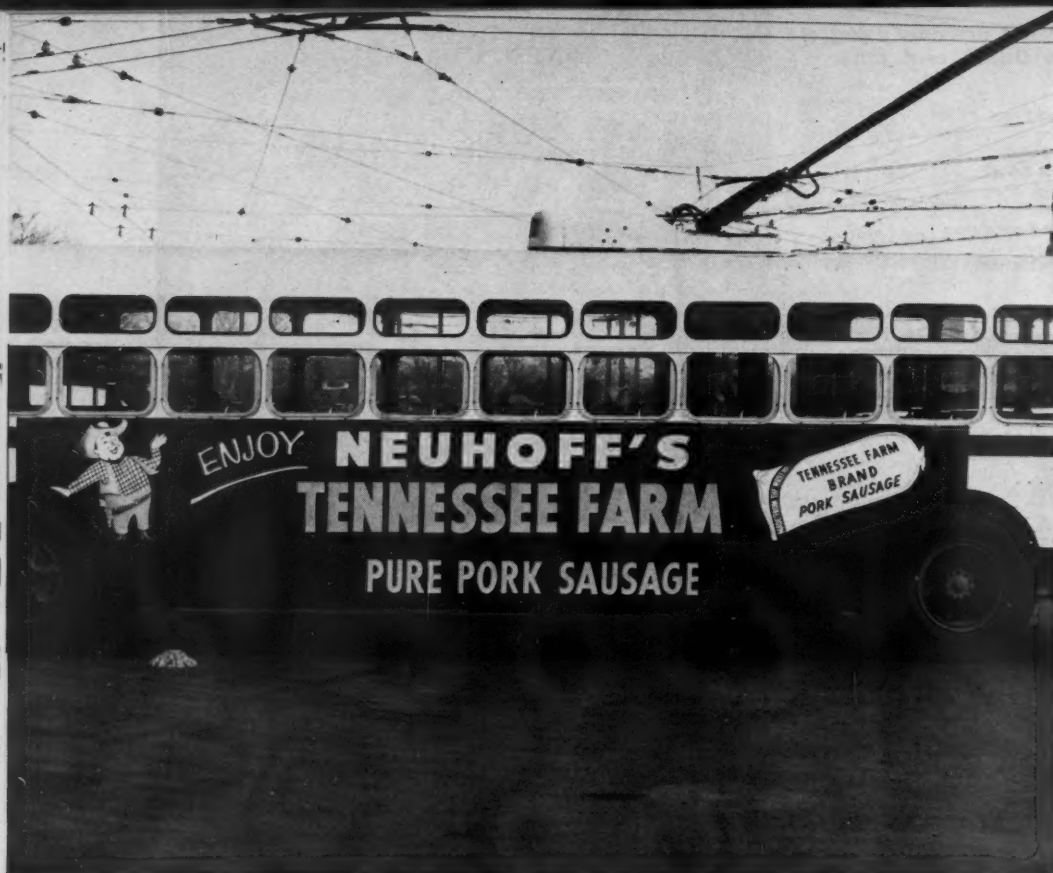
ailars!

DI OFFERS D SWAY TO BC!

Before YOUR next advertising session,
take care not to MISS THE BUS!
GET THE BUS SPECTACULAR STORY NOW!

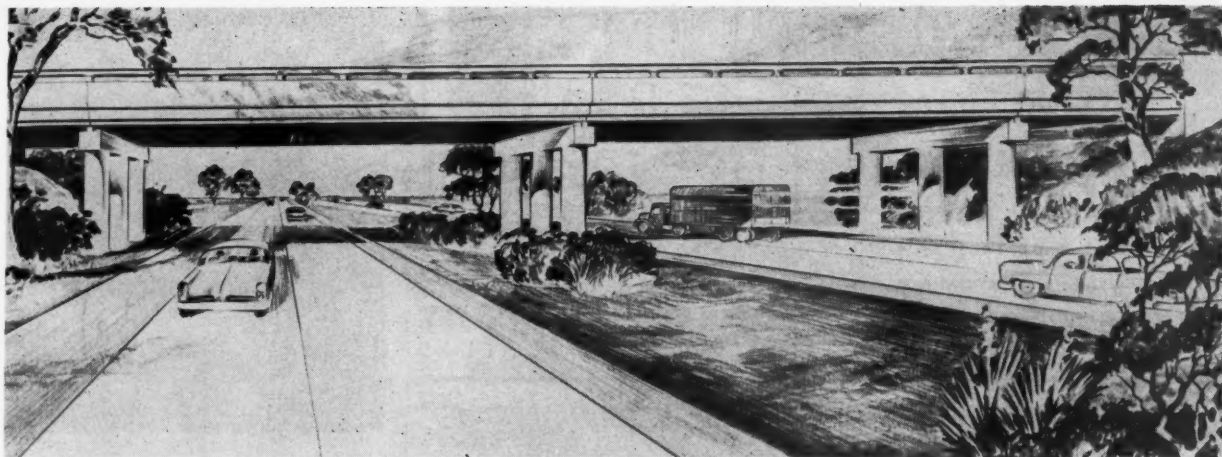
CALL
Transportation
Advertising Sales
1925 CEDAR SPRINGS
PR-2521





to get **HIGH-LEVEL** gross sales ...
get **LOW-COST EYE-LEVEL** advertising!





FEATURING SUPER-SAFETY and driving ease, the Dallas-to-San Antonio Toll Road will have no cross traffic, stop signs, signals, or reduced speed zones. The roadway will have two lanes 24 feet wide running north and south and separated by a 50-foot landscaped strip. Revenue realized from the road will come only from users, and when all indebtedness has been paid, the project will be turned over free to the State.

Construction Begins On Dallas-Waco Pike

ACTUAL construction of the Dallas-to-Waco segment of the Dallas-San Antonio Toll Road began Monday, February 21, following groundbreaking.

Construction of the Waco to San Antonio portion of the road is scheduled to get underway within 90 to 120 days.

The four-lane super highway will have two lanes, each 24 feet wide, running north and south, which will be separated by a 50-foot wide landscaped strip. The center strip will have three combination service station and restaurant cutoffs between Dallas and Waco, and others will be designated as final plans for the rest of the road are completed. Waco.

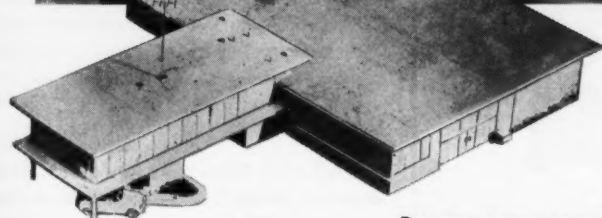
With no cross traffic, stop signs, signals or reduced speed zones, the highway will have five junction points between Dallas and Waco, where traffic can enter or leave over long acceleration or deceleration lanes. There will be ten-foot wide paved strips on each side of the road to permit parking entirely clear of the travel lanes.

The toll road is being constructed and operated through the sale of revenue bonds, and will be given to the State when the project becomes debt free.

Two investment banking houses—Allen & Company of New York City, and Scherck Richter, Inc., of St. Louis—have contracted to underwrite the \$46,000,000, 100-mile section running from Dallas to



SHOWN ABOVE is the proposed route of the Dallas-San Antonio Toll Road, on which construction of the first segment from Dallas to Waco has begun.



RI-5882
INDUSTRIAL BLVD. & TURTLE CREEK

Serving Industry and Its Employees

FROM 7:00 A.M. TO 6:00 P.M.

INDUSTRIAL NATIONAL BANK OF DALLAS



TECHNIPLAN

the modern solution to office arrangement that increases worker efficiency and saves space ...based on time and motion studies. See our display.



THE DORSEY COMPANY
DORSEY BUILDING • DALLAS

Covers of Distinction— by American Beauty

Preferred across the nation for unmatched beauty, workmanship, and durability.

"The recollection of quality remains long after price is forgotten."

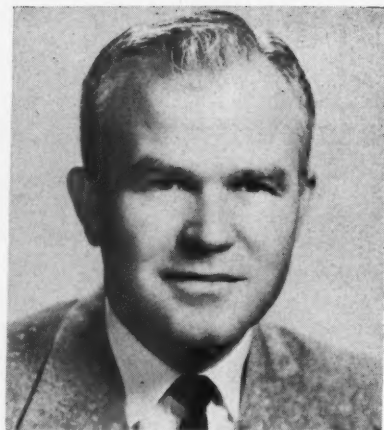


2002 NORTH FIELD • DALLAS • PHONE PR-0677

Investment Bankers



DALLAS ★ TEXAS



Centex General Manager

James B. Holmans has been appointed general manager of all residential rental properties of the Centex Construction Company of Dallas.



Heads Clearing House

Milton F. Brown, president of the Mercantile National Bank, has been elected president of the Dallas Clearing House Association. Other officers include: Fred F. Florence, president of the Republic National Bank of Dallas, vice president; Gary A. Jines, secretary-treasurer, manager and examiner; and Ivan C. Patterson, re-elected assistant secretary-treasurer and assistant manager and examiner.

★

ROBERT T. STOREY and AMON JEFFERSON have been appointed senior 7-Eleven supervisors, to serve in a liaison capacity between store supervisors and division headquarters.

★

HORACE W. McHAM has assumed duties as accident and health underwriter for United Bankers Life Insurance Company.



Dieterman Named Agent

Announcement has been made that B. L. Dieterman, formerly of the Texas and Pacific Railway Company, has assumed the duties of commercial agent for the Central of Georgia Railway Company, 1228 Corrigan Tower.

★

ALAN H. SNYDER, secretary of the Shaw Equipment Company, was installed as president of the Dallas Wholesale Credit Manager's Association at the recent annual meeting held in the Lakewood Country Club. Other officers include: LEE MILLER, of Schoellkopf Company, first vice president; J. C. OGDEN of Aluminum Company of America, second vice president, and FRANK C. CARTER, JR., of the First National Bank in Dallas, treasurer.

★

New officers of the Dallas Association of Mutual Insurance Agents include CLARE G. WEAKLEY, JR., president; PRESTON SMITH, vice president; RICHARD G. SCOTT, secretary, and JAMES A. GOBEL, treasurer. FRED JESTER and MILTON HEFNER are the 1955 directors.

★

IVAN J. CAMPBELL has assumed additional executive duties with the Haughton Publishing Company and Haughton Printers. WALTER B. MOORE has been elevated to editorship of the *Cotton Gin and Oil Mill Press*, published by Haughton's.

★

CLIFFORD J. OSBORN, in charge of private placement and underwriting for Dallas Rupe & Son, investment bankers, has been named a director of the firm. Mr. Osborn has been associated with the Rupe organization since 1948.

RESIDENTIAL — COMMERCIAL — INDUSTRIAL



AIR CONDITIONING
AND
REFRIGERATION
CONTRACTORS



DALLAS AIR CONDITIONING COMPANY

1708 Cedar Springs Ave.

Dallas

Phone STerling 4451



A SOUTHLAND LIFE AGENT

has the ring of Success

Yes, your Southland Life agent is a successful man... a better-than-average citizen doing a better-than-average job of serving both his clients and his community.

He, like you, is a family man and therefore understands a man's natural desire to protect his family. Furthermore, he is thoroughly prepared in Southland Life training schools so that he knows insurance... knows what it can and should do for you and your family.

Get to know your Southland Life agent. He is fully qualified to give you the best possible counsel and service in planning your own and your family's security through Southland Life insurance.

ASSETS OVER \$170,000,000
Insurance in Force Over \$900,000,000
Paid to Policyowners and Beneficiaries
Over \$120,000,000
55 BRANCH OFFICES



Home Office • Dallas

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

Phone



RA-7362
ST-1604

HINTON & LOCKE, INC.

Real Estate Loans
Reserve Loan Life Bldg.
Phone RI-4663

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management

1225 Mercantile Bank Building
PHONE RI-9349—DALLAS

Alex D. Hudson James S. Hudson
Alex D. Hudson, Jr.

Swift & Company Opens Adhesive Plant in Dallas

A \$100,000 adhesive plant has been established by Swift and Company at 2300 South Lamar, adjacent to other Dallas Swift facilities.

Manager of the new unit—nineteenth adhesive plant to be set up by the company—is W. C. Loeffel, who has been with Swift since 1947.

Mr. Loeffel, a member of the firm's adhesive sales department, said the new operation would not at first require the hiring of additional personnel.

H. D. Ripley, Swift's Dallas manager, said the new plant will utilize newest equipment to produce a complete line of animal glues and adhesives.

★
C. C. ARMSTRONG has assumed his duties as general agent for the Singer Sewing Machine Company's Dallas operation. In his new position, Mr. Armstrong has charge of the company's operations in North and West Texas, Oklahoma and Western Arkansas.

★
CHARLES B. PHILBRICK has been chosen as director of sales of the Centennial Engraving Company.

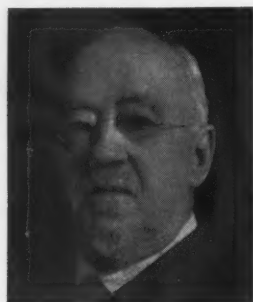
MEXICO CITY CAFE

Imported and Domestic
Champagnes, Wines,
Beers.
Will Rodriguez, Owner

COOL, REFRESHING,
LUNCH AND DINNER

Enjoy the best and
largest selection of
Mexican dinners,
choice and prime
steaks. Beautiful, private
banquet rooms.
(Call RA-0619 for
reservations.)

1711 LIVE OAK



E. H. LINGO
Founder and
President 1905-1927

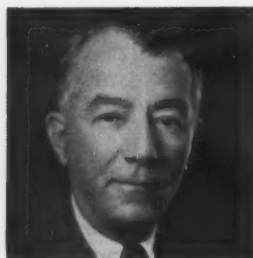
LUMBERMEN *for Three Generations*

The name of Lingo has been identified with the lumber business in Texas for three quarters of a century. For the last fifty years the Lingo Lumber Company has been supplying lumber and building materials in Dallas, and through the years users of these materials have come to depend on the Lingo name and trademark for high quality and efficient, courteous service.

IN DALLAS SINCE 1905



THERE'S A MATERIAL DIFFERENCE



W. M. LINGO, SR.
President 1927-1944



W. M. LINGO, JR.
President
Entered Business in 1936

Today, in its fiftieth anniversary year, the Lingo Lumber Company is better equipped than ever to serve Dallas. For the future we pledge the same standards of integrity and fair dealing we have maintained in the past.

LINGO
LUMBER COMPANY
5116 HINES BOULEVARD
PHONE JUSTIN-6176



Dallas Railway Director

J. Glenn Turner, Dallas attorney, has been elected to the board of directors of the Dallas Railway and Terminal Company. Mr. Turner, a director of several other companies, is a past president of the Dallas Bar Association and of the State Bar of Texas.

★

S. G. PADDOCK has been elected a vice president of the Burgess-Manning Company.

New Downtown Lights Brighen Main Street

The city turned on its new fluorescent-type street lights on Main Street recently, and citizens found the downtown area far brighter than previously. The new lights, mounted on 30-foot standards, are reported by City Utilities Supervisor J. W. Monk to be 60 per cent brighter than the old style incandescent lights. The new lights themselves are three and a half times more powerful than those formerly used, permitting greater distance between standards. Eventually, the new system will extend from Lamar to Preston.

★

WILLIAM MICKLE, Dallas agency representative for Great National Insurance Company, has been promoted to the post of field agency assistant. A graduate of Southern Methodist University, Mr. Mickle is a member of the Dallas Chamber of Commerce's Lasso Club.

★

HARLEY SINKEY has been elected to the board of directors of the National Association of House-to-House Installment Companies. Mr. Sinkey is a member of the Pine Bluff Mercantile Company.



Texas A&M Director

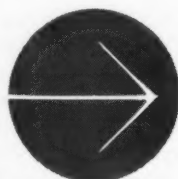
L. H. Ridout, Jr., Dallas automobile dealer and chairman of the Citizens Traffic Commission, has been appointed to the board of directors of Texas A&M College, to serve until January 10, 1957. Mr. Ridout, a graduate of the college, has been active for several years in the college's alumni activities.

★

R. G. McCORD, manager of Sears, Roebuck mail order plant, retired recently.

Established 1917 DALLAS • KANSAS CITY • CHICAGO

*it's best to call
a good
agency!*



Rogers & Smith Advertising

Telephone Rlverside 6044—Dallas

Behind Each Desk...SUCCESS!



... Office furniture carefully selected to reflect your executive taste and ability.

See our complete display of the nation's foremost executive and general office desks and top quality supplies.



2214 MAIN • DALLAS, TEX. PHONE RI-3449



SINCE 1920

Listed and Unlisted
Stocks & Bonds
Municipal Bonds

Bought
Sold
Quoted

DALLAS UNION SECURITIES COMPANY

DALLAS, TEXAS

502 Dallas National Bank Bldg.

TELEPHONE: RI-9021

FORT WORTH, TEXAS

423 Fort Worth National Bank Bldg.

TELETYPE: DL 390

TELEPHONE ED-1248

Members

Midwest Stock Exchange

American Stock Exchange (Associate)

Do you sell



SPACE... Newspaper, Magazine,
Billboard

TIME... Radio, Television

SERVICES... Engraving, Art,
Advertising, Lithography, Paper,
Transportation, TV Films, etc.

to

- Advertising Agencies
- Advertising Managers
- Sales Managers

You can reach them economically with advertising placed regularly in

SOUTHWESTERN ADVERTISING & MARKETING

"The Sales Magazine of the Growing Southwest"
Published Monthly

SOUTHLAND LIFE BUILDING... RA-7001

DALLAS



Industrial National Director

C. E. Archibald, Dallas branch manager of Employers' Mutual Liability Insurance Company of Wisconsin and of the Employers' Mutual Fire Insurance Company, has been elected to the Industrial National Bank board of directors. Mr. Archibald is also president of the Dallas Civitan Club, director of the Insurance Club of Dallas, and a member of the Dallas Athletic Club.

★

DON MAY, former Texas newspaperman, has been named copy chief of the McCarty Company of Texas, national advertising agency.

★

C. A. TATUM, JR., will serve on the inner council of the Texas Manufacturers Association this year; EARLE CABELL will be executive committee chairman, and D. O. TOMLIN will serve on the panel as vice president for T.M.A. District 5.

★

THOMAS M. WATSON has opened offices in the Reserve Loan Life Building to practice public accounting.

★

WILLIAM F. GRAHAM, chief engineer of the Broom Street plant of Alford Refrigerated Warehouses, has been elected president of the Dallas Chapter of the National Association of Practical Refrigeration Engineers.

★

MRS. MILDRED L. HILL has been named personnel director for Neiman-Marcus, and will assume her new duties March 1. Mrs. Hill formerly was assistant training director for L. S. Ayres & Company, of Indianapolis, Indiana. She is a member of the American Society of Training Directors.



Austin Bridge Head

Marion B. Solomon has been elected chairman of the board of Austin Bridge Company. Mr. Solomon formerly was vice president and general counsel of the company from 1949 to the present. Previously, he had been in private law practice.



Elected President

Dwight E. Hill has been elected president of the Dallas Junior Bar Association. Other officers for the coming year are: Wayne A. Melton, first vice president; Tim Kelley, second vice president; Harold G. Clark, secretary; and Jack Brady, treasurer.

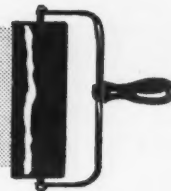
BERT COOK has been elected as the first president of the Independent Garage Owners of America, a newly-organized national association representing a total membership of some 3,000 auto repairmen.

Delta C&S Airlines has named J. WOODALL RODGERS, former mayor of Dallas, to its board of directors.

DALLAS • FEBRUARY, 1955

SELLING THE IDEA THAT ~~SELLING IDEAS~~ BUILD PROSPERITY

DALLAS PRINTING SALESMEN'S ASSOCIATION



Fennett Printing Co.
1829 Corsicana, RI-3201
The Boyd Printing Co.
401 S. Poydras, RI-4166
Commercial Ptg. & Letter Svc.
1015 N. Hawkins, RA-8168
Eagle Printing Co.
2644 Elm St., RA-6030
The Egan Co.
1006 Ross Ave., PR-6321
Evans Ptg. and Poster Co.
2308 Live Oak, RI-4933
Fine Arts Litho Co.
701 E. 15th, YU-7583

Wm. S. Henson, Inc.
1725 N. St. Paul, RA-6841
Johnston Printing & Adv. Co.
1901 McKinney Ave., ST-2122
Mayo Bros. Printers and Lithogs.
1206 S. Ervay, RI-5441
Powell Printing Co.
1608 Wood, RI-9528
Southwest Printing Co., Inc.
917 Camp St., RA-9224
E. J. Storm Printing Co.
2230 San Jacinto, RI-1938
John A. Williams, Printer
1000 Munger, RA-5141

*These firms are
qualified to put
"SELLING
IDEAS" into your
better designed
printing.*

REAL ESTATE LOANS

*Commercial
Industrial
Residential*

"Real Estate Financing Since 1908"

MURRAY

INVESTMENT COMPANY

Convenient Ground Floor Location

Several Parking Stations Just a Few Steps Away

1315
Pacific
Ave.

Why not use our conference
room — seating up to 25?
Telephone STerling 3361 for
information.

Between
Field &
Akard Sts.

WHEN WE PAVE YOU SAVE

**OUR PAVING
MEANS SAVINGS TO YOU!**

Paving mixtures used by the Texas Bitulithic Company are time-tested and proven. They last for decades, not years. Get the full use of your parking facilities with Texas Bitulithic paving. Call us today for an estimate without charge or obligation.

**INDUSTRIAL
RESIDENTIAL
STREETS
PARKING LOTS
DRIVE-INS**

**CONCRETE &
ASPHALT**

TEXAS

BITULITHIC COMPANY

2121 Irving Boulevard

Phone Riverside 3531

LOOK FOR THIS SEAL
AND YOU WILL FIND A...

REALTOR*

*A MEMBER OF THE REAL ESTATE BOARD

ABILITY

INTEGRITY

SERVICE



Remembrance Advertising

Reg. U. S. Pat. Off.

BASIC ADVERTISING IDEAS THAT SELL

BROWN & BIGELOW

DALLAS DISTRICT OFFICE

2133 McKinney

Dallas

Phone STerling 2510

Meadows Building Plans Elevated Garden-Patio

A large elevated garden which will also serve as a patio for office workers in the nine-story Meadows building being erected on Central Expressway at Milton, is being installed between wings of the buildings by Lambert Landscape Company of Dallas. The garden area is raised approximately a half-floor above ground level and is on the first-floor level of the building's three wings. The Meadows Building is owned by the General American Oil Company of Texas Employees Retirement Plan, and is operated by the Meadows Building Corp.

★

ARTHUR HOFFMAN has rejoined Rogersnap Business Forms Company as production manager, a position he held from 1947 until 1951.

★

A. E. HESS, who opened the Houston branch of the General Control Company of Glendale, California in 1945 and served as branch manager there, has been appointed Southwest regional manager, with offices in Dallas.



*The World's Largest
Manufacturer
of
Business Forms*

FAST FACTORY SERVICE FOR ALL OF TEXAS

Here business forms are manufactured for users throughout Texas. Moore's Denton, Texas, factory is equipped with the most modern high-speed forms printing equipment, producing a wide range of business form constructions. In addition, popular stock forms and sales books are in stock for prompt shipment. Contact your Moore man for "The Right Business Form for Every Form of Business."

Moore has 20 other factories strategically located throughout the United States and Canada to give you nation-wide forms service.

MOORE BUSINESS FORMS, INC.

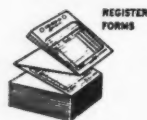
Zangs and Colorado Blvd.
Dallas, Texas
Telephone WI-1168

260 West 11th Street
Fort Worth, Texas
Telephone FORTune 5746

★ OTHER OFFICES IN HOUSTON, LUBBOCK, SAN ANTONIO, CORPUS CHRISTI, BEAUMONT



SALES BOOKS



REGISTER FORMS



REGISTERS



FANFOLD



CONTINUOUS INTERLEAVED



CONTINUOUS MARGINAL PUNCHED



CONTINUOUS MARGINAL PUNCHED

**MOORE
BUSINESS FORMS, INC.**

SALES OFFICES IN MORE THAN 300 CITIES



Plan New Industrial District

The Central Expressway Industrial District, a new \$7,000,000 development and the first to face on Dallas' lengthening North Central Expressway, have been announced by Pete Hawk, leasing agent of the Henry S. Miller Co. The 65-acre tract which will contain the development, is located near

Richardson. Terrell R. Harper, architect who is to design all construction for the new industrial district, says it will feature centralized planning with plots available to selected shipping concerns, warehouses and light industries. Adolph Weinberger, a Richardson industrialist, is owner of the new district.

W. BLAIR SKILES has joined the staff of the Jim Wallace Agency, stock insurance firm with offices in the Davis Building.

C. B. SAMPLE, associated with Southwestern Drug Corporation since 1939, has been elected secretary-treasurer of the firm.

ZACK MASON has been appointed manager of the new Casa Linda-White Rock branch of Southwest Title and Insurance Company.

Something to think about

BY HOWARD C. BOAZMAN

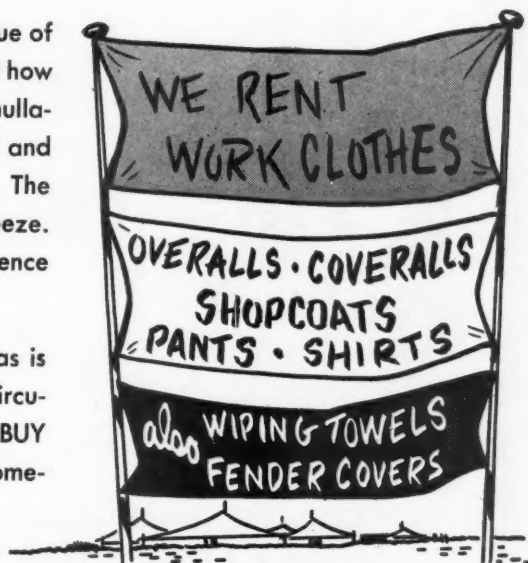


Howard C. Boazman

Carnival and circus people know the value of the brilliant red and gilt wagons . . . and how to attract suckers. After the show and hulla-baloo are over, the circus packs its tent and tinsel (and the money) and moves on. The local merchants begin to feel the squeeze. Just ask them . . . they know the difference

when money is spent with home-owned enterprises!

Money spent with chains owned and operated out of Dallas is gone forever. Money spent with us stays in Dallas to be recirculated time and time again because WE LIVE IN DALLAS, BUY IN DALLAS AND SELL OUR SERVICES IN DALLAS — our Home-town that we love!



TELEPHONE
Prospect
1811

Industrial

TOWEL &
UNIFORM
SERVICE

2517 COMMERCE STREET



MEMBER SOCIETY OF INDUSTRIAL REALTORS

HOWELL H. WATSON

Realtor

Fidelity Union Life Building • DALLAS • Phone RA-5484

Enjoy
WARM
Winters...
COOL
Summers



**We'll gladly analyze
your requirements,
and submit a quot-
ation, without
obligation.**

Matthews Engineering Company

2122 OLIVE ST.

Riverside 5166

JANITOR SERVICE

WINDOW CLEANING

RESIDENCE

ACME BUILDING MAINTENANCE CO.

1901-15 LAWS STREET

FRANK C. JONES

PHONE RA-7660

SAND BLASTING

STEAM CLEANING

SIDEWALK WASHING

TENSION RELIEVERS



"No use Doc. Nobody or nothing can see through a Tension 'Artlined' Envelope!"

**It's no secret where to look for top quality envelopes
and speedy service! Write or call**

TENSION ENVELOPE CORPORATION

Ft. Worth 12, Texas 5900 East Rosedale L0ckwood 8311

In Dallas Call Riverside 3049, 310 Southland Life Bldg. Annex

MILLIONS OF ENVELOPES FOR EVERY BUSINESS USE

TENSION ENVELOPES-TENSION ENVELOPES-TENSION ENVELOPES

ENVELOPES · TENSION ENVELOPES · TENSION ENVELOPES · SEPTOLES



Heads Bar Association

Henry W. Strasburger, a Dallas attorney since 1922, is the new president of the Dallas Bar Association. Other officers include: Joe Estes, first vice president; Ernest T. Foree, second vice president; George G. Potts, third vice president; and Henry M. Amlin, secretary-treasurer.



Elected President

R. L. Lindop, owner of the Lindop Hardware and Paint Store, was elected president of the Texas Hardware and Implement Association at that group's 57th annual convention held recently in Dallas. Also named at the 3-day session was Ray M. Souder, of Dallas, who was re-elected executive director.

*

L. J. (LEW) PRIESTER has taken over his new duties as cargo sales and service head for Braniff International Airways at Love Field. Mr. Priester has long been active in aviation, and comes to Dallas from Washington, D.C., where he was director of General Services for Air Cargo, Inc.

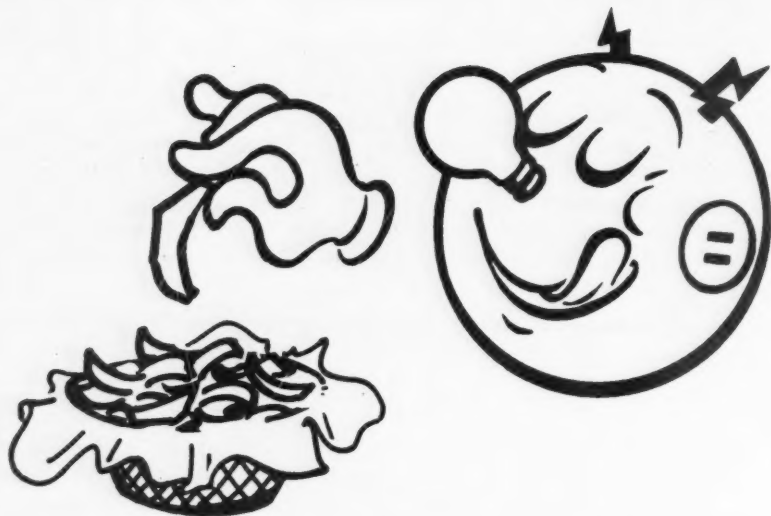


Specializing in
Publication and Advertising Printing

mayo
brothers

PRINTERS & LITHOGRAPHERS—RI-5441





French Fries Were Never So Good Before!

Not only french fries, but *all* kinds of deep fried foods have taken on a new importance with the rapid development of *electric* cooking. More appetizing, more satisfying, more wholesome, because the *electric* fry kettle does an amazingly efficient job of quick, thorough cooking, at controlled temperatures that allow minimum fat absorption, that brown and seal in the goodness with uniformly accurate speed.

Isn't it time for *your* food service to benefit from the new fry kettle magic? A Dallas Power & Light Company engineer is always at your service for full information on electric cooking and all commercial problems. No obligation, of course. Call RA-9321, Station 561.

**DALLAS
POWER & LIGHT
COMPANY**



Electric Fry Kettles Save and Serve Better Deep Fried Foods at Lucas B & B Restaurant



Each of the Lucas B & B Restaurant's five new electric fry kettles permits a profitable savings in fat, with more food production from the same size kettle. Faster preheating and recovery mean quicker service. Accurate electrical thermostatic controls guarantee quality control, day in and day out . . . The electric fry kettles are conveniently movable, too, for cleaning underneath and behind them.

Says Mr. F. P. Lucas of Lucas B & B Restaurant: "I like the accurate, dependable, heat-control and fast recovery of my electric fry kettles. This permits us to turn out better fried foods rapidly . . . foods that are never soaked with grease. The high production and the small quantity of fat required make the operation of our fry kettles very economical."



Colvin Joins Byrd Oil

Aaron L. Colvin, a veteran of 25 years in the oil business, has joined the Byrd Oil Corporation, Dallas, as executive vice president. In his new position, Mr. Colvin will manage Byrd Oil's land department and assist the company president, D. Harold Byrd, in other company operations.

Lone Star Life Plans Move to New Quarters

Lone Star Life Insurance Company of Dallas, recent purchaser of the Casa View Hills Shopping Center at Ferguson and Gus Thomasson Roads, will move its home office to the shopping center on completion of a new two-story building now under construction.

New quarters of the insurance company will include 15,000 square feet of space, fully air conditioned and located in the center of the development. The Center is valued at \$2,500,000, and was acquired from Clark & Smith, general contractors, for an undisclosed amount.

★

Airosol Company, Inc., has appointed **GEORGE W. HUTCHESON** regional sales manager.

★

GEORGE MIXON, Sr., president of the Mixon Realty Agency, has been selected to represent the Southwest as a member of the board of directors of the Outdoor Education Association.

BUSINESS PROPERTY



Southland Life Bldg.—Dallas—Phone RI-9171

Dictaphone "TIME-MASTER"

Greatest Name in Dictation

Try Dictaphone in Your Office . . . No Cost

FRED L. HAYNES, District Manager

Dictaphone Corporation

2013 N. Akard R. O. LANE J. C. CALDWELL RI-6117 WALTER SYKES

Public Relations

ROBERT CARL

AYRES COMPTON ASSOCIATES

1508 Kirby Bldg. PProspect 6328

these agents
PROUDLY display
this emblem



Andrews-McDowell Co.
Ayres, Frank, Jr.
Alexander, Geo. W., Agcy.
Banks-Burney Co.
Barr, John A., Co.
Barrett, Arthur E. W.
Basham Insurance Agency
Bateman Insurance Agency
Beachum, John H., & Son
Beavers, Joe, Insurance
Bettes Ins. Agcy. of Dallas
Binford Insurance Agency
Blanton, Thomas & Co.
Bolanz and Bolanz
Bomar, Henry H., Ins. Agcy.
Bond, Tom L., Agency
Brannan Insurance Agcy.
Brilling, Abe I.
Bryan, J. H., & Co.
Burke, John L., Co.
Burkholder Ins. Agency
Burton & Wilkin
Bywaters Insurance Agency
Chamberlain, George E.
Cochran & Houseman
Coleman, Shelly
Corrigan-Jordan Ins. Agcy.
Cox, George A., & Co.
Cox, George F., & Co.
Cox & Stalley
Crocker, R. H., & Co.
Crow, C. W., & Co.
Crum, Lee, Ins. Agency

Cullum, J. D., Co.
Coker, M. L., Ins. & Loans
Crossman, G. W., Agency
Davis, Lyn E., Agency
Dean, E. G., & Co.
DeLay, Clyde, Ins. Agency
Dexter, Chas. L., & Co.
Diffey, W. A., Jr., Agency
Down, Frank C., Co.
Duncan, Guy S., Ins. Agcy.
Echols Insurance Agency
Ellis-Smith & Co.
Elmore, Derrill G., & Co.
Ferguson, Tom C.
Fitzwater, Tim, Insuror
Fogarty, Wm. H., & Co.
Fogleman, Wilbur H., Ins.
Francis, Shirley M.
Garrett, Floyd, Co.
Greaves, Sidney D., & Son
Green, Glynn O., Agency
Green, Sidney F., & Ligon
Grinnan, Lewis, Co.
Gulledge, Hal A., Co.
Gump and Gaynier
Haddall, J. C.
Hall, Howard M.
Hamman, Gaston, Agency
Hardy, R. L., Agent
Harris, Felix, & Co.
Harris & Huffhines Agcy.
Hartley, Walter G.
Henry, E. Cowden
Hogan, Geo., Ins. Agency

Holland, W. M., Agency
Holt, J. Frank, Co.
Hooker, S. H.
Howell, Rouse, Insurance
Hunt, Carl H.
Jackson, A. D., Agency
Jacobs, Joe, Ins. Agency
Jones-Calvert Co.
Jones, Ted, Agency
Jones-West and Johnson
Julian & Cochran
Kaufman, Phil H., Ins. Agt.
Keith, Kenneth G.
Killough, M. N., & Co.
Kirkpatrick-Thompson Co.
Kirsch, August
Kline, W. E., & Co.
Lang, J. Fred, Agency
Lett Insurance Agency
Levi, Chas. A., & Sons
Lindsley, J. W., & Co.
Love Insurance Agency
McClure, Geo. D., Agency
McCormick, Geo. W., Ins.
Agency
McElyen, Geo. W., Co.
Mallinson, Fred, & Co.
Mangelsdorf, J. W., Agcy.
Manton, Henry, Agency
Markham, C. M., Ins. Agcy.
Maxon-Mahoney-Turner
Mendenhall, J. S., Ins.
Agency

Merritt Insurance Agency
Mincer, Sylvan A.
Mittenthal, N. E., & Son
Mohon, J. W., & Co.
Moore, Harry R., Agency
Morrison & Reid Agency
Moser Company
Munger & Moore
Murchison, Kenneth, & Co.
Murray Insurance Agency
Nash, A. G., Co.
Noel, Dave, Agency
Norwood, Jones W.
O'Beirne, C. B., & Co.
Owen, Arthur L., Co.
Parrish, W. D. (Bill),
Insurance Agency
Patrick, C. M. (Pat)
Pearlstone & Elliott
Peavy Insurance Agency
Pierce, Fred A.
Prendergast, A. C., & Co.
Priddy, Rosa, Agency
Ragland Insurance Agency
Raines, A. C., Ins. Agency
Reilly, Wm., Agency
Reinhardt, I., & Sons
Rembert, David, Agency
Renz, Stagg, Agency
Roberts, Wiley, & Sons
Roeder & Moon
Rose, Rose & Crutcher
Rucker, T. M., & Co.
Scheid, Max, Agency
Seay & Hall

Shaw & Hornberger
Shelton & Bowles
Shelton, Ray, Insurance
Simons Insurance Agency
Simpson & Cathey
Slaton, Jas. B., Ins. Agcy.
Slay & Co.
Smith, Cruger T., Agency
Snell, David M.
Spurgin, Ben., Ins. Agency
Steele-Fonda Co.
Stern, Robert, Ins. Agency
Stewart, Waldo E., & Co.
Susman, Wm., Agent
Taylor, Roy L., & Son
Teeling Insurance Agency
Thomas & Loving Ins.
Agency
Thrash, Howard G., & Son
Troth, S. H., & Co.
Tucker-Manning
Threadgill, Jack
Waldman Bros. Ins. Agcy.
Wallace, Jim, Agency
Watson-Herring Ins. Agcy.
Weatherford, Bill, Ins.
Agency
Whitman, Joe, Ins. Agency
Wilson-Welch Co.
Williams, W. Nicholas
Wimberly, Werth, Agency
Works, George W.
Wright Insurance Agency
Wynnewood Ins. Agency

The Seal that Guarantees DEPENDABLE, ETHICAL INSURANCE SERVICE

LUMBER LARGE AND COMPLETE STOCKS

YELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL
AND DEFENSE PLANT ORDERS

OLDHAM LUMBER COMPANY

927 South Haskell Avenue

Phone TAYlor 8194

*You're not a
Statistic with us!*

EVERY MEMBER OF THE EMPLOYMENT BOARD OF DALLAS

is an "un-subsidized" tax-paying citizen like you. As our Client, we study your needs to the last detail, and use every professional means to serve you promptly and well.

WE SAVE YOUR TIME —

Let us do the searching, interviewing, weeding out — to fit your requirements. Information on background, ability and limitations of each applicant referred to you is as complete as possible.

BETTER EMPLOYEES — WHO FIT THE JOB —

Whether they are medical technicians, secretaries, clerks, chemists, designers, salespeople, artists — any classification — we find them for you.

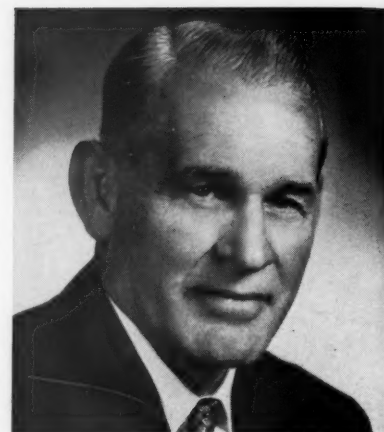
MEMBERS:

ANCHOR EMPLOYMENT SERVICE	
Lacy Bldg.	RI-6114
CLOUD EMPLOYMENT SERVICE	
National City Bldg.	PR-4821
EDWARDS EMPLOYMENT SERVICE	
403 Oil & Gas Bldg.	ST-5235
HARRISON EMPLOYMENT SERVICE	
Oil & Gas Bldg., 318 N. St. Paul	ST-5191
KARR Associates	
1201 Davis Bldg., 1309 Main St.	RA-4351
MARTIN—YOUR TOWN-NORTH AGENCY	
7713 Inwood at Lovers Lane	EL-0349
METROPOLITAN EMPLOYMENT SERVICE	
Rio Grande Bldg.	RI-5016
OAK CLIFF PERSONNEL SERVICE	
324½ West Jefferson	WE-4661
SACKS EMPLOYERS SERVICE	
438 Wilson Bldg.	PR-0694
SALTER EMPLOYMENT SERVICE	
I.C.T. Bldg.	PR-3551
WERT EMPLOYMENT SERVICE	
1115 Praetorian Bldg.	RI-1042

AT NO COST
TO YOU!



KNOWLEDGE • INTEGRITY • SERVICE



Heads Contractors

W. N. Vivrett, Jr., Dallas general contractor, has been elected president of the Dallas chapter of the Associated General Contractors of America, Inc. Other officers include: Floyd K. Buckner, vice president; George Bock, secretary-treasurer; Hal C. Dyer, Shannon Miller and J. Leo Norton, director. Mr. Norton is retiring chapter president.



Takes Executive Posts

Frank K. Rader has been named vice president and director of the investment banking firm, Eppler, Guerin & Turner. Mr. Rader, chairman of Southern Methodist University's finance department, also was named vice president and director of Southwestern Advisor, Inc. A faculty member at SMU for 28 years, Mr. Rader will remain with the school until the end of this scholastic year. He is a former president of Conservative Life Insurance Company, a Wheeling, West Virginia, firm purchased by Dallas interests in 1946. He served the firm while on leave from SMU. A civil engineer, Mr. Rader also is a director of United Bankers Life Insurance Company and a director of Texas Glass Fiber Company.



Assistant Advertising Manager

Bob Jones has been named assistant advertising manager in the public relations department of Texas Employers Casualty Company. For the past three and a half years, Mr. Jones has been assistant to the vice president of the First National Bank in Dallas and editor of the bank's employee publication.

★

Westinghouse Electric Supply Company has announced promotion of two men which affect the company's local operation at 601 Latimer. J. J. EAGAN, formerly manager of the company's office in Oklahoma City, was selected as branch manager of the consumer products division and PAUL HARRISON was promoted to manager of key accounts.

★

MISS GERTRUDE CRAWFORD, a teacher of social studies at the W. H. Gaston Junior High School, has been installed as president of the Dallas Toastmistress Club.

Other officers include: MISS PAULINE ROBERTS, vice president, and president-elect; MISS SUSAN CARGILE, secretary; MRS. W. D. MADDEN, treasurer, and MRS. JOHN JETER.

★

WARREN LESLIE, assistant sales promotion director of Neiman-Marcus, recently assumed additional duties as advertising director for the Man's Store. Mr. Leslie, who joined the store in 1950 as assistant to the president, will direct all newspaper, magazine and direct mail advertising for the Man's Store at both the downtown and the Preston Center locations.

★

JOHN T. O'DELL has been appointed manager of the Dallas sales division of E. R. Squibb & Sons.

***Specializing in custom DESIGNING and MANUFACTURING of quality store, office and bank fixtures since 1922.**

Adleta Show Case & Fixture Manufacturing Co.

1914 Cedar Springs—Dallas 1, Texas

Phone PRospect 7576

***You'll be satisfied if it's an Adleta installation**

INSURANCE AND BONDS



Dallas Smith



Porter Ellis



Willard Crotty

Ellis-Smith and Company

THOMAS BUILDING • SINCE 1921 • PHONE RA-8427



Sheet Metal Fabrication and Installation for Industrial Plants

SOUTHWESTERN SHEET METAL & MANUFACTURING COMPANY

5307 MAPLE AVE.

LA-5176

3%
Current Dividends

Insured Safety
Sound Management
Convenient
Maximum Return

ON YOUR MONEY



American Savings and Loan Association

Ground Floor Mercantile Securities Building
1713 COMMERCE STREET, DALLAS RIVERSIDE 4191



Suggs OFFICE SUPPLY CO.

"Everything for an Up-to-Date Office"

Riverside 6111
421 SOUTH ERVAY ST., DALLAS 1

*Specialized
Service
for Loans on
Commercial
Buildings*

**MORTGAGE
LOANS**

**COMMERCIAL AND INDUSTRIAL
BUILDING LOANS**

**RESIDENTIAL, CONVENTIONAL,
F.H.A. AND G.I.**

TO BUY, BUILD, REFINANCE OR
REPAIR — BEST INTEREST RATES

Loans approved from plans and
specifications on proposed buildings.

**SOUTHERN TRUST
& MORTGAGE CO.**

"Established 1924"

Approved FHA Mortgagees

F. M. LOVE, Ch. of Board — AUBREY M. COSTA, Pres.
1302-4 Main Street Phone RI-5551
INSPECTIONS, COMMITMENTS on CONVENTIONAL
LOANS IN 24 HOURS

**Neiman-Marcus
Wins Ad Honors**

Neiman-Marcus has been awarded top honors for retail advertising in the United States last year by the Retail Reporting Bureau in New York. The store received the Seklemian Grand Award and two merit awards for "the year's most distinguished advertising." Miss Jane Trahey is director of the Neiman-Marcus advertising department and Miss Ann Bryan is art director.

★

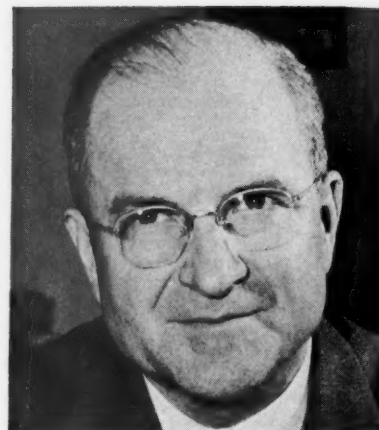
JAMES T. DUGGER and MIKE W. CONE have received promotions in the firm of Cabell's, Inc. Mr. Dugger was named assistant to MR. J. A. DePAS-QUEL, in charge of purchasing and operations; Mr. Cone was named sales promotion manager for the firm.

★

KEITH BAKER, assistant to the president of Chance Vought Aircraft, Inc., is chairman of the specials division in the Dallas County Red Cross campaign to begin March 1.

★

J. J. SYNAR has been appointed manager of advertising and sales for the General Electric's apparatus sales division.



"Lawyer of the Year"

Dean Robert G. Storey of the Southern Methodist University law school, was designated "The Best Lawyer of the Year" at the annual reception and inauguration of officers of the Dallas Bar Association.

★

EDISON T. RUSSELL, a Dallas resident, has been chosen as national sales and advertising director of Knitster, Inc., with offices in this city. Mr. Russell has been in the knitwear field for 20 years, and is president of the Southwest Children's Wear Association.

"EXPANDING WITH THE GREAT SOUTHWEST IS OUR MOST IMPORTANT BUSINESS."

Manufacturers of



**PLAIN OR PRINTED
BUSINESS ENVELOPES**

**CLASP ENVELOPES
ANY QUANTITY**

**SPECIAL SIZE
ENVELOPES**

**STRING TIE
ENVELOPES**

**VERTICAL FILE
FOLDERS**

TAGS

**ENVELOPES IN COLOR
STIMULATE GOOD BUSINESS**

ENVELOPE COMPANY

3221 COMMERCE, DALLAS 26, TEXAS

PHONE RA-3291

SINCE 1906

**ENVELOPES
THAT FIT EVERY REQUIREMENT**



Dr. Gill Named Dean

Dr. A. J. Gill, pathologist, has been named as permanent dean of the University of Texas Southwestern Medical School by the university regents. Dr. Gill had been serving as the acting dean prior to the appointment.

★

KENNETH A. WEBB, formerly assistant manager of the Skillern's Walnut Hill Drug Store, has been named manager of the chain's store at Maple and Lucas.

City Councilman Wins Builders' Award

Vernon S. Smith has been awarded the Hugh Prather Trophy for outstanding civic service in 1954. A member of the City Council, Mr. Smith was cited for his work on various committees for housing rehabilitation, annexation policy, revision of the plumbing code, and other accomplishments. Recently elected Oak Cliff Man-of-the-Month, he is active in the Oak Cliff and the Dallas Chambers of Commerce, and the Citizens Traffic Commission.

★

H. E. TREICHLER has joined the staff of Pan American Sulphur Company as general consultant.

★

FRANCIS NEUMANN has been appointed special representative for the Dallas branch office of Clary Multiplier Corporation.

★

EUGENE SIMPSON, active in the life insurance field for twenty years, has been appointed manager of the Dallas agency of the Southern Provident Life Insurance Company, with offices at 815 New Republic National Bank Building.

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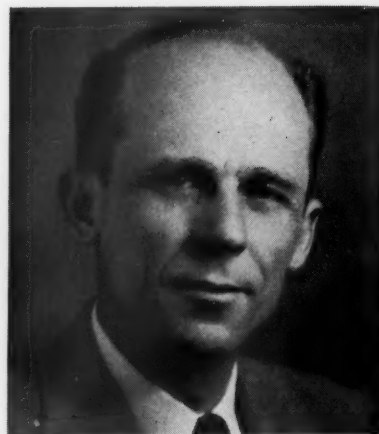


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Heads Dallas Title

Drake McKee has been elected president of the Dallas Title and Guaranty Company at the firm's recent annual meeting. Executive vice president of the company for the last two years, Mr. McKee is a member of the Dallas Bar Association, the Texas Bar Association, the Dallas Club and many other groups. Other officers elected include: Blagden Manning, chairman of the board; Ervin W. Beal, vice president and treasurer; Fred Buchanan, vice president and title officer; and T. D. Starnes, Jr., George W. James, and F. E. McKee, vice presidents.



Elected Vice President

Ralph Pearson, associated with Metropolitan Savings & Loan Association here since 1952, has been elected vice president of the Association.

✱

RALPH W. MERRILL has been elected chairman of the board for the Dean Memorial Children's Home, it has been announced. At the same time, RALPH BRINEGAR was chosen chairman of the operating committee.

DALLAS • FEBRUARY, 1955



New Cotton Exchange President

W. P. Tims, Jr., has been elected president of the Dallas Cotton Exchange. Mr. Tims has been vice president and a director of the exchange for three years, and is a member of the firm of R. L. Dixon & Brothers, Inc. Other officers elected include: James A. Stavely, vice president; and M. Aura, George D. Bennett, Bee Cockrill, Jim Hall, W. D. Harvey, B. M. James and C. B. Jones, directors.

★

LOUIS B. WILLIAMS is now assistant director of the precious jewelry shop of Neiman-Marcus.

★

MARVIN S. JONES has been made assistant superintendent of Magnolia Petroleum Company's Land Department.

★

W. L. RAGAN has been appointed Southern branch manager of Kendall Mills.

★

F. D. KRUSEMARK is district manager of the newly established district office of the Bailey Meter Company of Cleveland, Ohio.

★

D. G. GIBSON has been appointed district manager of the Timken Roller Bearing Company's Dallas territory.

★

FRED FLETCHER has opened the Dal-Tex Realty Company at 2940 Elm Street.

★

LOUIS TOBIAN, a partner in Louis Tobian & Company and immediate past president of Temple Emanu-El, has been appointed Jewish co-chairman of the Dallas Chapter of the National Conference of Christians and Jews.



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Young Men Going Places

Dan Eddy

By Robert Carl

QUICK thinking, quick talking, quick acting. That's Dan Eddy, eminent public relations man for the Salvation Army. The Dallas Jaycees honored him last month with their annual Distinguished Service Award.

A man of conviction and enthusiasm, this human dynamo sets up fund-raising campaigns for entire towns within the twinkling of an eye. And he admittedly confesses: "I've never had a job in my life."

By that, Dan Eddy, now 34, means, "anything that is worth doing, is worth doing *enthusiastically*."

"You can only be interested in a thing when you become a part of it," he says. "Participation is the greatest asset," Dan adds, and he speaks with qualified experience.

Breakfast-food energy had led Dan to becoming cheerleader at Dallas Technical High School, where he was also elected vice president of his senior class. He later attended SMU and the University of Texas where he studied law and engineering. Then, just before World War II, the self-starter tried his hand at selling men's clothing, and then automobile supplies.

When he got out of the Service in 1944, Dan volunteered to become the youngest USO director in the nation. He did so because he felt that he wanted to do something in the war effort to help the morale of the soldiers.

The Salvation Army was a member of the USO at the time, and it was here that Dan sensed a great opportunity not only to be of service but to "have some real fun!"

In 1947, he directed a fund-raising campaign to establish a working unit of the Salvation Army. That is, a volunteer



group of people within a town who aid the Salvation Army's program of social welfare. Between 1950, when he was appointed Service Unit Director, and today, more than 84 units have been established throughout the state. And that has not been accomplished by sitting behind a desk.

Dan goes out and gets 'em. He meets the people in a Texas town whom the citizens look to for leadership, then lays the problem before them.

"You've got to meet the need at the point of need!" he slams home to cow-punchers and big businessmen alike. And they listen. In fact, some cities respond by going 150% over their goals the next month.

Because the Salvation Army is an agency of the Community Chest, Dan readily admits he helps to establish as many Community Chest programs throughout the state as possible. With a "we-help-them-and-they-help-us" kind of philosophy, Dan is personally credited with having organized 34 Chest organizations throughout Texas, thereby contributing possibly more than any other person in the state to the growth of federated fund-raising.

He works with local Texas chambers of commerce too, and believes "If you don't have an active Chamber in your town, then all other community projects will fall by the wayside."

To testify to his allegiance, Dan is a graduate of the three-year course of the Southwestern U. S. Chamber of Com-

merce Institute. He has further distinguished himself by graduating three times from the Advanced Course that it offers.

As to affiliation, Dan explains that he is not a member of the "Army" himself. However, in his estimation, there is no finer group of men and women, anywhere, than those who wear the familiar red and black hats and caps. He believes these people have a great story to tell, and he's helping them to do it.

The "Army" encourages their slam-bam idea man when he charges off with new projects to help more people, as he frequently does. Dan is highly-opinionated and persistent, but his efforts have directly benefitted the American Red Cross, the Boy Scouts, the Campfire Girls, the Heart and Cancer funds and many more. Last fall he helped set up a "National Day of Prayer" observation in Dallas, and later arranged for a national telecast on the Dave Garroway show that resulted in much free and favorable publicity for the City.

Although he has accomplished much, Dan is a *young man going places* chiefly because of his ideals. His words sincerely speak the principles of his heart:

"People are the greatest asset of any company, organization or community. Natural resources are important, but not as much as leadership. And Dallas has the best! So long as our philosophy remains 'What's good for Dallas is good for me,' we shall always prosper and have a good city in which to live and to do business."

Mercantile Bank Elects

THE election of four new officers and the promotion of seven others, as well as the re-election of other top management personnel, was announced following the thirty-ninth annual shareholders and directors meeting of the Mercantile National Bank.

The new officers are: Thomas A. Quil-

THOMAS A. QUILLIN



lin and Frank V. Wolfe, vice presidents; Ben J. Kerr, Jr. and Thad Barrington, Jr., trust officers; Tyrus C. Adams, Hobby S. Thompson, John R. Walker and H. C. Fleming, assistant vice presidents; David Koons and Charles Nowlin, assistant cashiers; and John C. Sans, assistant trust officer.

Among those re-elected are: Clyde H. Alexander, Roland W. Baird, Thomas G. Beckett, Lloyd M. Bentsen, Milton F. Brown, Jack P. Burrus, Wofford Cain, Paul Carrington, E. Constantin, Jr., Leo F. Corrigan, T. M. Cullum, Jr., Joseph B. Fleming, Newton G. Flippen, Robert B. Holland, Clifford B. Jones, Lawrence B. Jones, Neely G. Landrum, Lee Lockwood, John B. Mills, John E. Mitchell, Jr., William Morriss, H. L. Nichols, Julius Schepps, Rae E. Skillern, Ben H. Stephens, R. L. Thornton, Floyd West, Henry P. Willard and Earle Wyatt, directors and advisory directors.

R. L. Thornton, board chairman; Milton F. Brown, president; J. D. Francis, Herbert M. Prior, and C. R. Spearman, senior vice presidents.



FRANK V. WOLFE

Vice presidents re-elected were: Warren P. Andrews, Albert C. Armstrong, C. Latimer Baker, Dudley E. Binyon, James L. Bryson, Harold R. DeMoss, Tom B. Fisher, Carl C. Gregory, Ray Hopper, John C. Jester, James W. Lee, Jr., Lewis F. Lyne, Bailey C. Malone, Ray L. Miller, A. O. Nicholson, John J. O'Meara, Meyer Rachofsky, J. Dewey Ralph, James H. Rankin, H. Edward Smith, R. L. Thornton, Jr., V. R. Waller, Clyde V. Wallis and H. A. Widdecke.

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Shopping Center, Homesite Developments Under Way

With installations of all city utilities slated to be made before May 1, development of the new Lake Plaza Shopping Center and Lake Ridge Estates is now well under way in the area north of White Rock Lake. First phase of the Shopping Center development is on a 2½-acre tract at Northwest Highway and Easton Road. Ultimately, the Center will represent an investment of between three and four million dollars.

At Lake Ridge Estates, predevelopment sales to builders have already accounted for well over half of the initially available lots. Overall plans call for about 800 lots on the 200-acre tract. Houses to be erected in the development are restricted to masonry construction with minimum floor area of 1,300 to 1,500 square feet. Prices are expected to range from \$16,000 to \$25,000.

★

JACK C. WARD, of Richardson, has been appointed advertising manager of Centex Construction Company. Mr. Ward will be in charge of the company's advertising and sales promotion activities throughout Texas and several other states.

★

L. J. DRUMM has been appointed Dallas district manager of S. C. Johnson & Son, Inc., wax manufacturers. Mr. Drumm comes to the city from Memphis, where he held a similar position.

★

WILSON H. BROWN, prominent Dallas builder, has been elected to the board of directors of Housing Securities, Inc., national mortgage company and clearing house for Federal Housing Administration and Veterans Administration loans. Mr. Brown is the second Dallasite serving on the board, where he joins WILLIAM W. CARUTH, JR.

★

CONNER FOSTER, formerly of the Austin territory, and GEORGE B. SAMPLE, of the Oklahoma City area, have been transferred to Dallas by the Pabst Brewing Company. Mr. Foster has been appointed sales manager for the district, while Mr. Sample will serve on the sales staff. At the same time, Mr. Hoffman also designated the Beer Sales Company, 1100 Beaumont, as local distributor for the company.



Employment Board President

Dorman Gleaves, owner of Oak Cliff Personnel Service, has been elected president of the Employment Board of Dallas, an association of privately-owned employment services. Mr. Gleaves previously was secretary-treasurer of the group for the last two years. Other officers chosen at the Board's annual meeting, include: Mary Harrison, of Harrison Employment Service, vice president; and Earl Jolly, of Metropolitan Employment Service, secretary-treasurer.

★

ROBERT BICKREY, superintendent of measurement of the Sun Oil Company, Dallas, has been elected president of the North Texas Chapter of the Instrument Society of America.

★

BARRETT H. CAMP, former training consultant for the Prudential Insurance Company of America's Southwest office in Houston, has been transferred to the company's Dallas district office where he has assumed the managership.

★

OWEN GEORGE, associated with the Southwest Title Company, has been elected president of the Association of Title Companies of Dallas.

★

CLIFFORD M. SAGE, formerly account executive and director of public relations for The McCarty Company of Texas, has been promoted to associate manager of the company.

★

L. E. GRAY, JR., has been appointed resident manager of the 504-unit Southern Oaks Apartments now under construction in the Cedar Crest area of Southeast Oak Cliff.

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Republic National Bank Names Officers

REPUBLIC National Bank recently announced the promotion of 17 staff members, following a meeting of the board of directors and issuance of its annual report.

Among those promoted were: Ed Monteith, Dewey Dean and Hamer Huffhines, vice presidents; Millard McAllister, Daniel E. Evans, I. P. Rainbolt, W. B. Sutton,

Robert E. Spencer, Jr. and William A. Morris, assistant vice presidents; William R. Whitley, Vincent J. Manley, Vincent C. Bursch, Barnes Hill and O. C. Peters, assistant cashiers; Rae Clifton and L. R. Hamner, Jr., trust officers; and L. E. Elder and W. K. Thurman, assistant auditors. Eleven other officers and directors were re-elected.

The bank's annual report revealed that Republic National's capital and surplus increased from \$50,000,000 to \$60,000,000, and that gross operating earnings of the bank increased 29 per cent as of the close of business in 1954. Net earnings following taxes amounted to more than \$8,500,000 or \$3.80 a share.

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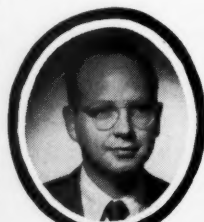
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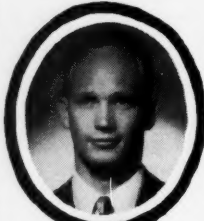
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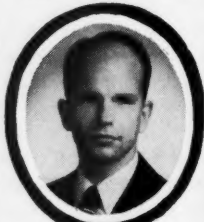
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Bill Newman



Orion Newman



Larry Newman

Adaline Rutherford

By Jim Stephenson



BACK in April, '51 Zonta Club President Helen McGiboney handed the Zonta Service Award to a brown-eyed, 120-pound bundle of energy, Adaline Rutherford, businesswoman, mother, church worker, club leader and member of the Dallas Board of Education.

Sixteen other fine women had been nominated, but Mrs. Tracy H. Rutherford got the nod for her outstanding contribution to education.

Mrs. Rutherford promptly shared the credit with just about everyone she ever worked with.

Last spring, Mrs. Rutherford ran for another 3-year term on the School Board, got elected 1,586 to 900.

"It was not a personal victory," she said, "but rather a vote of confidence in the whole board."

Mrs. Rutherford needn't be so modest.

One of four bright and pretty daughters of a widowed bookkeeper—who taught them how to make do and to love one another—Adaline Enos was born at Honey Grove, Fannin County, 54 years ago, and moved to Dallas as a little girl. She went to school here, over in Fort Worth and—at age 16—in a little community up on the banks of the Red River, near Altus, Oklahoma.

Mrs. Elsie Blackwood was teacher—but so was Adaline. She studied under Mrs. Blackwood, at the same time lent a hand at teaching the smaller fry.

"And I learned more about basic arithmetic there than ever before or since," Mrs. Rutherford will tell you.

Back in Dallas, Adaline studied comptometry, went to work for Butler Brothers in 1918. A good job with Katy, in Denison, followed, then a trip to West Virginia, to see a sister.

But Adaline, the business girl, had her eyes open. She saw an opportunity, wrote the Comptometer Company in Pittsburgh,

Pennsylvania, arranged an interview, got a new, exciting job.

She taught comptometry for awhile in Pittsburgh, then went on the road, persuading bosses of big firms like the Aluminum Company of America and the Bethlehem Steel Corporation that they needed comptometers, and training their staffs to use them.

Meantime she'd met a handsome Blooming Grove fellow named Tracy H. Rutherford at East Dallas Christian Church, and Dr. L. N. D. Wells married them. In 1923 that was.

Son Hampton was born in Pittsburgh in 1924, while Mr. Rutherford was with Continental Supply. Their second son, Charles, come along in 1929, but Mrs. Rutherford by then had a thriving business going, here in Dallas. She was teaching comptometry in her home as early as 1926, holding down a job of her own, rendering calculating services to various firms around town and being a good mama besides.

With practical knowhow, ample drive, good credit, confidence and a goal, she set up the downtown Rutherford School of Business in 1934, with Mr. Rutherford as a partner. And she expanded operations in the business services field, particularly inventory aid.

Both enterprises have prospered. Now Rutherford-Metropolitan School of Business has a dozen instructors, 300 enrollment. And Rutherford Business Service has a \$100,000-a-year payroll.

Close friends will tell you that Mrs. Rutherford for years has given of her time

and energy to assist many penniless young women into successful careers.

No doubt some of these women helped elect her to the School Board in 1946.

And Mrs. Rutherford, as to be expected, dug right in. The Zonta award was for her leadership in setting up a single salary system for Dallas school teachers—attracting teachers during the worst shortage years. And for her part in placing the school lunchroom system on a sound basis.

Believed to be the only woman ever to serve as finance chairman of the Board of Education, Mrs. Rutherford has had a vital role in the tremendous school building program that's now in full swing. Senior member of the board in point of service, she remains active in its financial affairs, and is its vice president.

Too, she has a hand in the Dallas County Cerebral Palsy Association, Family Service, Mental Health Society, the Altrusa Club, Dallas Woman's Council, B. & P. W. Citizens Traffic Commission, School Lunch Association, Friends of the Library and First Community Church.

The business college she's turning over, more and more, to full control of her husband and sons, devoting more of her own time to business service.

"Business service is a wonderful field—unlimited possibilities," she says.

"If I were just 15 years younger—my, my!"

Mrs. Rutherford is just being modest again, of course.

Obviously, she'll be an active woman in business for a long time to come.

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2ND UNIT SANTA FE BLDG.



Promoted by Kamin

Paul R. Ferwerda, newly promoted to the position of vice president in charge of account service by Kamin Advertising Agency, has long been associated in the sales and advertising field. In his new position, Mr. Ferwerda will be in charge of service to a group of general accounts in the southwestern market.

HAROLD F. BOSS, vice president of Universal Life and Accident Company, has been reelected chairman of the Board of Management of the Downtown Y.M.C.A. Others named include: **MARVIN M. MALONE**, vice chairman, and **S. E. COCKRELL, JR.**, secretary. **WILSON DRIGGS** was also elected to the 25-member board.

FRED WIEDEMANN has re-joined the Franklin Life Insurance Company of Springfield, Illinois, as state manager for Texas, with headquarters in Dallas. Mr. Wiedemann had formerly been regional sales manager of the firm for the Dallas-Fort Worth area.

FRED M. HARRIS, a native of Utah and formerly manager of the Denver region for the Chrysler Corporation, has been named Dallas regional manager by the manufacturer.

Goodyear Tire & Rubber Company has promoted **O. N. DALY** to assistant division manager-retail of the Dallas installation.

HAROLD J. McKENZIE, a native of Texas, and now of St. Louis, president of the Cotton Belt System, was the featured speaker at a banquet Friday Feb. 25, marking the climax of the annual observance of Engineers' Week. Subject of his talk will be "Engineering and the Law West of the Pecos."



Installed as Chairman

Robert G. Gilmore, vice president in charge of all Mid-Continent operations of DeGolyer and MacNaughton, was installed as chairman of the Petroleum Branch of the American Institute of Mining and Metallurgical Engineers in recent ceremonies held in Chicago. Mr. Gilmore came to Dallas in 1941. In addition to the Institute, he is a member of the Dallas Chamber of Commerce, the Petroleum Engineers Club of Dallas, the American Association of Petroleum Geologists, and the American Association for the Advancement of Science.



Advertising Manager

R. E. (Bob) Dennison, advertising director of the Texas P.T.A. magazine for the last ten years, has returned to his former position as advertising manager of the East Texas Chamber of Commerce.

★

J. PAT HENRY has been named the new general manager of Southwestern Drug Corporation and will be in charge of the concern's 92 salesmen over a four-state area.



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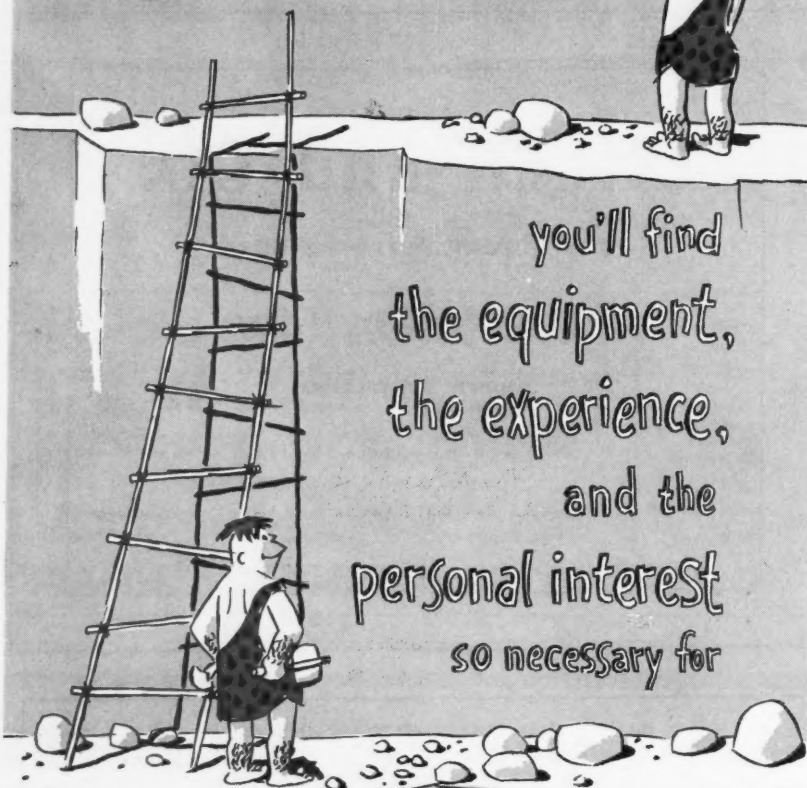


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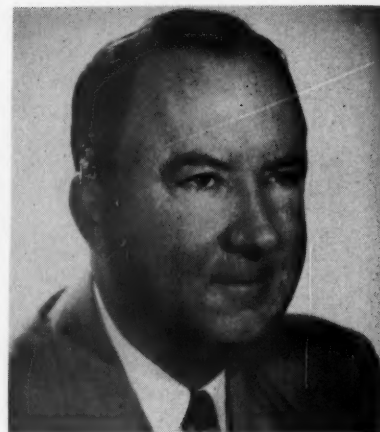
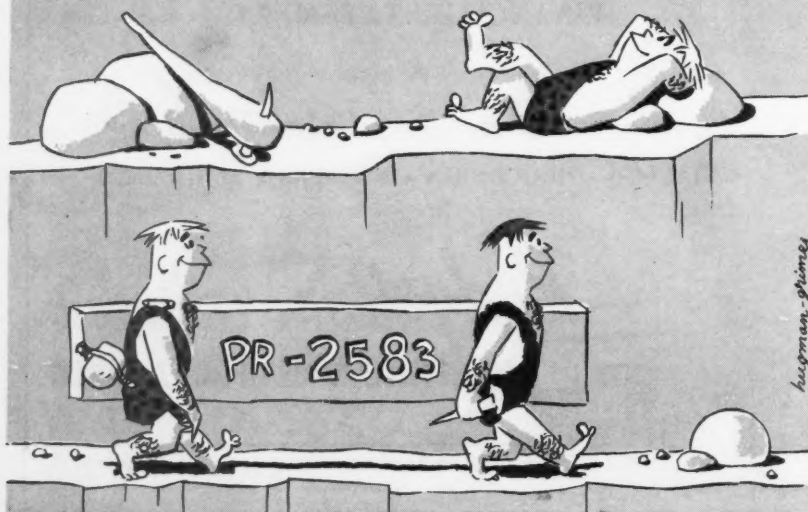
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R. M. Dixon has been installed as president of the Dallas chapter of the Texas Society of Professional Engineers. Mr. Dixon is managing director of the Municipal Contractors Association, a branch of the Associated General Contractors of America. Other chapter officers are Fred N. Dickerman, first vice president; E. L. Stieg, second vice president; William L. Cobb, Jr., secretary-treasurer, and George N. Pingree, state director. H. L. McMullin, W. R. Weaver, Jr., and R. B. Allen are new chapter directors.

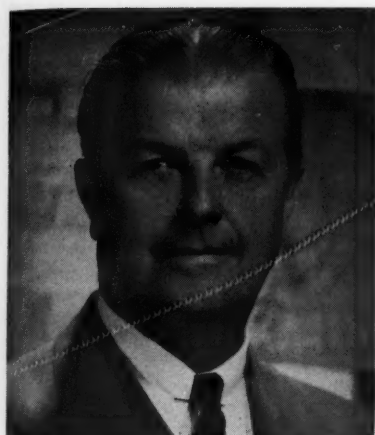
WILFRED SYKES, former president of Inland Steel Company, has been elected to the board of directors of the Lone Star Steel Company.

ART LARA, Dallas insurance salesman who spearheaded the Dallas Junior Chamber of Commerce's poll tax drive in January, was named Jaycee of the Month for February.

S. J. HAY and **E. J. (BERT) HALING**, president and public relations director, respectively, of the Great National Life Insurance Company, have been appointed to serve in the 1955 Dallas County Cancer Crusade. Mr. Hay will be on the big gifts division, while Mr. Haling is to be chairman of the County Publicity Committee.

Brook Hollow





Heads New Car Dealers

Harry H. Lacey, Jr., member of the Strayhorn-Lacey Buick Company, has been named president for 1955 of the Authorized New Car Dealers of Dallas, Inc. New directors include John Horn, Jr., W. W. Calhoun, Clifton Dennard, John Hine (retiring head of the association), D. L. Johnson, Thomas H. Maher, E. A. Mohr, Fred Oakley, J. B. Orand, George Ranes and W. D. DeSanders.

★

BRUCE BRIGHTON, formerly assistant manager of the Dallas Branch of Trailmobile, Inc., has been promoted to the post of manager.

★

LOUIS J. STOLLER has been appointed merchandise manager for all millinery departments of A. Harris & Company.

KNEE ROOM A-PLENTY



BERGER
STEEL OFFICE
EQUIPMENT

**COMFORT
ZONED
DESK**

Knee bumping days are over when you're sitting at this beautiful Berger Desk. The center drawer telescopes into the top instead of projecting down to steal knee room. Space between pedestals allows the average person to rotate a swivel chair without bumping the desk. You'll work in comfort and style at the Berger Comfort Zoned Desk. See the Berger Line at

VANCE K. MILLER CO.

OFFICE FURNITURE AND SUPPLIES

1916-18 MAIN ST., DALLAS — RA-9091

6 Years of Progress SOUTHWESTERN Fire and Casualty Company

from assets of \$1,847,785 in 1949 to
\$4,218,484 in 1954

COMPARATIVE CONDENSED STATEMENT

As of December 31, 1954

ASSETS

	1953	1954
Bonds	\$1,295,685.71	\$1,258,646.15
Stocks	1,477,118.25	2,160,479.12
Cash on deposit	196,132.80	327,561.04
Premium balances receivable less reinsurance payable	454,998.14	432,852.65
Funds held by or deposited with ceding reinsurers		35,656.12
Accrued interest receivable	2,647.27	3,289.77
Total admitted assets	\$3,426,582.17	\$4,218,484.85

LIABILITIES

	1953	1954
Reserve for unpaid losses and adjustment expense	\$ 486,038.75	\$ 477,846.24
Reserve for unearned premiums	1,746,820.62	1,625,694.71
Reserve for taxes	69,265.04	70,000.00
Reserve for other liabilities	10,035.66	8,082.64
Funds held by company under reinsurance treaties	45,592.57	14,407.36
Total liabilities except capital	\$2,357,752.64	\$2,196,330.95
Capital paid up	500,000.00	500,000.00
Net Surplus	568,829.53	1,322,153.90
Voluntary reserve for contingencies		200,000.00
Total liabilities and capital	\$3,426,582.17	\$4,218,484.85

Directors

J. S. BRIDWELL
Oil and Cattleman,
Wichita Falls

C. P. BURTON
Oil and Ranching
Dallas

W. H. FRANCIS, JR.
Oil and Law,
Houston

CHARLES P. McGAHA
Oil and President
City National Bank
Wichita Falls

DeWITT T. RAY
Senior Vice President,
Republic National Bank
Dallas

HARLAN RAY
Oil, Aircraft and Lumber,
Dallas

ARTHUR A. SEELIGSON, SR.
Oil and Investments
San Antonio

J. C. THOMPSON
President, Southland Corporation,
Dallas

HAROLD F. VOLK
President, Volk Brothers,
Dallas

ANGUS G. WYNNE, JR.
Properties Developer,
Dallas

CHARLES S. YANCEY
Insurance,
Dallas

S. FOSTER YANCEY
Insurance,
Dallas

Officers

S. FOSTER YANCEY
President

HAROLD F. VOLK
Vice-President

ERLE C. PATRICK
Vice-President and Secretary

DeWITT T. RAY
Treasurer

AUBREY A. BISHOP
Assistant Secretary

CLIFFORD W. SMITH
Assistant Secretary

JAMES H. ROPER
Asst. Secy. and Asst. Treas.

JACK M. SMITH
Comptroller

SOUTHWESTERN

FIRE AND CASUALTY COMPANY

DALLAS, TEXAS

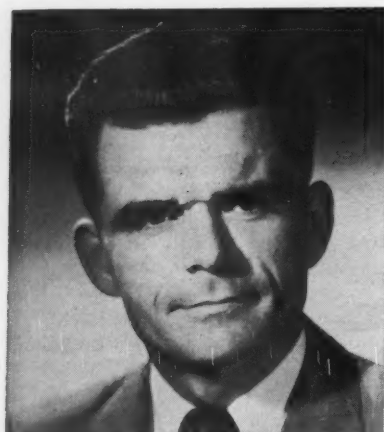
Flower Show and Pilgrimage Will Benefit Garden Center

In this fast growing metropolis of sky reaching buildings, expanding city limits, and spreading speedways, it is interesting to note that Garden Club women are leading in plans for beautification of the city. Expanding also is the Dallas Garden Center Fund, and with anticipated profit from the Fourth Annual Dallas Garden Center Flower Show the actual building and grounds will be a reality.

The Flower Show this year will be open to the public March 12-19, in the Electric Building, State Fair Park, and will present a spectacular spring pageant under the general chairmanship of Mrs. John C. Coffey who is also President of the Dallas Council of Garden Clubs. Backing Mrs. Coffey's undertaking are 143 garden clubs, comprising a membership of approximately ten thousand women, including neighboring towns of Garland, Grand Prairie, Irving, Richardson, Carrollton, Farmers Branch, and Grapevine.

Closely allied to the Flower Show is the Dallas Garden Center Pilgrimage which is scheduled on two week-ends, March 19-20, and 26-27. On these dates twelve home gardens will be open to the public, and money from sale of tickets will be added to the Garden Center Fund.

The Board members who have successfully guided Flower Shows in the past three years, and who have launched the 1955 show are: Mrs. Herbert Marcus,



Ed Bush Appointed

Ed H. Bush has been appointed executive vice president of Texas Cotton Ginners' Association, effective March 1. Well known among ginners, members of allied industries and cotton farmers throughout the state, Mr. Bush has been Texas Extension cotton gin specialist since early 1951.



Crossman Named Linz Award Winner

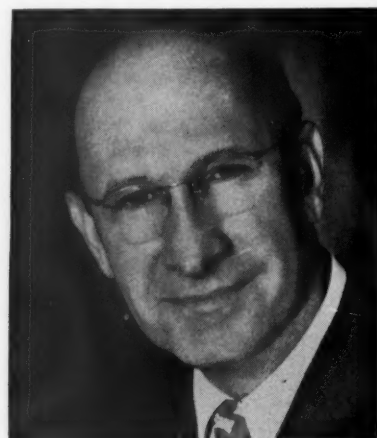
Jerome K. Crossman, president of the Dallas Chamber of Commerce, receives congratulations after being named winner of the 1954 Linz Award for community service. Mr. Crossman was presented the award for his many contributions to Dallas through his work with the Dallas Citizens' Inter-racial Association and the National Conference of Christians and Jews. Pictured above are, left to right, Dick Price, award committee chairman; Mrs. Crossman; Mr. Crossman; Clifton Linz, president of Linz Brothers, jewelers, and Allen Merriam, editor-in-chief of the Dallas Times Herald.

President of the Dallas Garden Center; Mrs. Frank G. Harmon, Chairman of the 1954 Flower Show and co-Chairman of the show this year; Mrs. W. B. Carroll, Chairman of the Garden Center Pilgrimage; Mrs. John R. Salois, Mrs. E. J. Ward Gannon, and Mrs. Clarence R. Miller.

Bank Plans Move. The Highland Park State Bank has petitioned the State Banking Board for permission to move from its present site in Highland Park Shopping Village to an undisclosed location farther north on Preston Road.

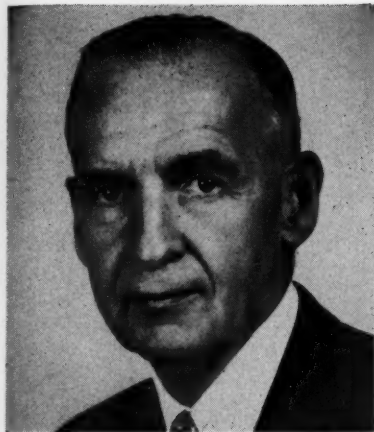
To Lengthen Runway. Hensley Air Reserve Flying Center has been granted permission to fill in enough of Mountain Creek Lake to permit the addition of 500 feet to its northeast-southwest runway. The runway extension, to cost an estimated \$500,000, is expected to be completed by June 30.

Announce Merger. The Dart Finance Service has been merged with the Local Loan Service, it has been announced by Mrs. M. Lee, manager of Local Loan, which has been operating since 1936.



Executive V.P. of Samuels & Co.

Irving Pierce, a Dallas resident for 35 years and for the last 15 years sales manager of Resistol Hats, has been appointed to the newly-created post of executive vice president of Samuels & Company, meat packers, 3307 Lemmon Ave. Mr. Pierce is active in the Dallas Chamber of Commerce, Wholesalers & Manufacturers Association, and the Dallas Sales Executive Club. He is a member of the Dallas Athletic Club and the Garland Rotary International.



Heads Crusade Campaign

C. J. McCarthy, chairman of the board of Chance-Vought Aircraft, Inc., has been named Dallas chairman of the Crusade for Freedom campaign, and will be in charge of soliciting funds from industry and individuals in connection with the Crusade's spring drive. Mr. McCarthy will be aided in the campaign by W. W. Overton, Jr., chairman of the board of Texas Bank & Trust Company, and Milton Brown, president of Mercantile National Bank.

★

W. RAY MONTGOMERY and RICHARD H. COOKE have been named new members of the board of directors of Home Service Casualty Insurance Company. New members of the executive committee are Cooke, D. M. PARNELL and GEORGE S. McGHEE.

★

EARL CABELL has been elected to the board of directors of the Dairy Products Institute of Texas. Cabell is president and general manager of Cabell's, Inc.

★

R. A. SLACK, OLAN GODWIN and WALTER A. AKARD have been named new directors of Huey & Philp Company. Other officers include: ALVIN H. LANE, vice president and general counsel; DR. R. A. TRUMBELL, vice president and treasurer; and OLAN GODWIN, secretary.

★

W. RAY MONTGOMERY and RICHARD H. COCKE are the two new directors elected to the board of the Home Service Casualty Insurance Company, Dallas. Mr. Cocke will also serve on the board's Executive Committee.

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J. W. LINDSLEY & CO.

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For Over a

Quarter-Century!

Great National

Life Insurance Company

Home Office — Dallas

S. J. HAY
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COMMISSARY SERVICE CO.

PROFESSIONAL FOOD SERVICE MANAGEMENT

Operators of Food Service
for

Industrial Plants, Office Buildings
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General Offices
Buick-Olds-Pontiac Assembly Plant
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Serving Many of the Southwest's Largest and Best Known Business
Firms, Institutions and Organizations With Expert Counsel, Publicity
and Research.

204 Great National Life Building

Riverside 9808

Dallas



Braniff Elects McGreevy

Milton McGreevy, a Kansas City investment broker, has been elected to the board of directors of Braniff International Airways. Mr. McGreevy had formerly been a director of Mid-Continent Airlines until its merger with Braniff in 1950, when he continued to serve as a director of Braniff until his resignation in 1953.

★

Open Richardson Branch. Stewart Title Guaranty Company has opened a branch office in Richardson, with Russell L. Miller in charge.

Home Show Reservations Running Ahead of Schedule

Early reservations for exhibit space in the ninth annual Dallas National Home Exposition at Fair Park April 30-May 8 are far ahead of any previous year, according to Harold F. Smith, chairman of the Home Show committee for the sponsoring organization—the Dallas Association of Home Builders.

"Early interest indicates the show will be the most successful in history." "Considerable space already has been reserved by both national and Dallas exhibitors for the big event scheduled in the General Exhibits Building."

The exposition will be managed by National Home Shows, Inc., a Dallas institution that has produced some 150 home shows throughout the United States and Canada.

Exhibits for the past two years have overflowed the General Exhibits building and the show attracts approximately 100,000 spectators during its nine days.

One of the most unusual displays this year will be an exhibit by the Dallas Fire Department based on fire protection in the home. Fire Marshal W. G. Burns will be in charge of arrangements.



Neal to Regional Manager

James L. Neal, Dallas sales manager for Owens-Corning Fiberglas Corporation, has been named the company's Southern regional sales manager. Mr. Neal will coordinate marketing, distribution, technical services and personnel training for the company's branch sales offices in Dallas, Houston, and other southern cities.

★

Scott Company Appointed. The John A. Scott Company, Inc., has been named exclusive Southwest distributor of Amsterdam Continental type faces.

if

you believe that better printing must be done by people whose enthusiasm and interest are backed by skill and the most modern equipment; **if** you are seeking that infinite quality that makes your creations sing — then we most certainly should get together. Call us ...

Bennett Printing Company

Printing — Lithographing — Office Furniture and Supplies

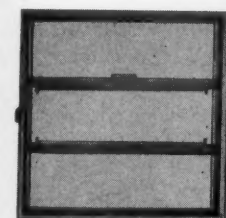
COLOR

REPRODUCTION

... reaches a NEW HIGH IN PRECISION when engravings are made from negatives on Wilson Engraving Company's new giant camera.



John Hixon of Wilson Engraving at the control panel of the huge new precision camera.



Shown is Wilson Engraving Company's new ten and a half "Tri-Color" Camera.

To meet an ever growing demand for better precision color reproduction for advertising's finest art creations, Wilson Engraving Company recently installed their new giant "Tri-Color" camera. This precision camera, along with the trained and experienced color staff at Wilson Engraving, insures precision color reproductions that cannot be achieved by ordinary methods. Whether it is a reproduction in four colors, or in one color, you can depend on Wilson Engraving for the most exacting precision color reproductions.

Wilson

Engraving

COMPANY

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MACHINERY COMPANY

DALLAS

HOUSTON

FT. WORTH

Distributors of Industrial Machinery-Supplies-Tools-Equipment - Since 1896



SERVING DALLAS SINCE 1893

SPARKMAN-BRAND, INC.

MORTICIANS

2115 Ross Avenue

MEMBER
National Society of Morticians
BY INVITATION

STerling 2187



Elected Vice President

William A. Craig has been elected vice president of the Love Field State Bank. Mr. Craig, formerly with Republic National and the Highland Park State Banks, has been associated with Dallas banking since 1938.

★

DONALD D. SHRIER, formerly claims adjusted for Employers Casualty Company and Texas Employers Insurance Association, has been appointed group representative in the Southland Life Insurance Company's regional office group. Mr. Shier will assist in the sales and servicing of group insurance throughout the Central Texas area.

★

S. G. PADDOCK of Dallas, has been elected vice president of Burgess Manning Company. Mr. Paddock is manager of the Dallas division of the company and is general sales manager.

★

The appointment of C. A. TATUM, president of the Dallas Power and Light Company, as a member of the City-County Welfare Board, has been approved by the County Commissioners Court.

★

M. E. COLLMER has been named head of the new credit life division of International Fidelity Insurance Company of Dallas. The new division has been organized to develop a plan for use in insuring obligations incurred in buying household and other goods.

★

W. J. CONNELL has been promoted to the position of superintendent of Southwest Airmotive Company's overhaul division at Love Field. Mr. Connell has long been associated with the firm, having joined it as a mechanic in 1935.



Joins Sherrill

Miss Gene Key, active in the Dallas advertising field for the last ten years in creative and planning departments and as an account executive, has joined the W. W. Sherrill Company as a partner and executive vice president.

★

CHRIS J. WICK, formerly comptroller of the Miles Kimball Company, of Wisconsin, has been appointed general manager of the following Dallas corporations: Jack C. Vaughn Enterprises, Inc., the Vaughn Building Company, Vaughn Petroleum Building, Inc., and Continental Copters, Inc.



JAS. K. WILSON invites you to meet Mrs. Hazel Davis, who has been appointed buyer and manager for the Women's Department in the new Jas. K. Wilson Highland Park Village Store opening early in April. Mrs. Davis was formerly with Sakowitz Bros., Houston.

Advertisement

APPRAISALS

Over 20 years of successful

REAL ESTATE
APPRAISAL SERVICE

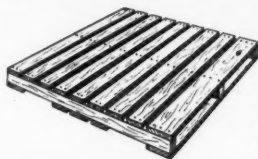
For Life Insurance Companies,
Banks, Attorneys, Individuals

**H. W. DUNHAM
& Associate**

Member—American Institute of Real Estate Appraisers,
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623 Wilson Bldg. Phone RA-8011

Hardwood Pallets



W. A. TAYLOE CO.

Materials Handling Equipment

2333 Inwood Road

Fleetwood 7-7315

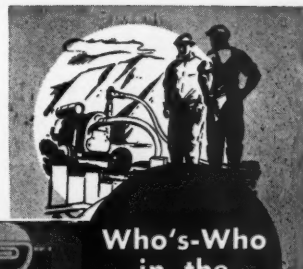
Dallas

ARCHITECTS AND
ENGINEERS
SUPPLIES

Photostats

**SOUTHWESTERN
BLUE PRINT CO.**

1801 Commerce — Dallas — Phone RA-8083



**Who's-Who
in the
Hose Line**

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any hose use. Call
AIRSCO for all your
hose problems
AIRSCO can supply
your needs from 1
foot to a million
feet quickly and
economically. Call
or write today
for quotations.

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Air Hose

**Suction &
Discharge Hose**

Hi-Pressure

Hydraulic Hose

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1039 Levee Dallas RA-4151



**AIR CONDITIONING
FOR EVERY NEED**

For Homes, Stores, Office Buildings, Factories

Texas Distributors, Inc.

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to serve the growing needs
of a Growing Dallas.

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DALLAS also provides a continuous connection of ever increasing value to its advertisers ... as their copy weaves in each month with the amazing Dallas Story ... Ask your Agency — or call us for Rates and Information.

*

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Advertising Manager

Business Magazine of America's
Number One Region of
Opportunity

ADVERTISERS IN THIS ISSUE AND THEIR ADVERTISING AGENCIES

ACME BUILDING MAINTENANCE COMPANY.....	54	MANUFACTURERS INTERCHANGE	70
ADLETA SHOW CASE AND FUTURE MANUFACTURING COMPANY	59	Agency—Hanson Advertising	
Agency—Tracy-Locks Company, Inc., Advertising		MATTHEWS ENGINEERING COMPANY.....	54
AIRSCO	79	Agency—The McCarty Company of Texas, Inc. Advertising	
Agency—Parker Wilson Advertising, Fort Worth		MAYO BROTHERS, PRINTERS AND LITHOGRAPHERS	55
AMERICAN BEAUTY COVER COMPANY.....	46	McCANN-ERICKSON, INC.	34
Agency—Hepworth Advertising Company		THE MCCARTY COMPANY OF TEXAS, INC.....	2
AMERICAN GENERAL INVESTMENT CORPORATION	31	SAM ROSS McELREATH COMPANY.....	28
AMERICAN SAVINGS & LOAN ASSOCIATION...	59	McMATH-AXILROD CORPORATION	3
BENNETT'S	76	Agency—Van Roberts, Advertising	
Agency—Taylor-Norsworthy, Inc., Advertising		MELTON PRINTING COMPANY.....	22
BINSWANGER & COMPANY.....	35	Agency—Melton Advertising Agency	
Agency—McKee-Thompson & Associates, Inc., Advertising		MERCANTILE NATIONAL BANK AT DALLAS.....	84
BLANKS ENGRAVING COMPANY.....	61	Agency—Ratcliffe Advertising Agency	
BRIGGS-WEAVER MACHINERY COMPANY.....	78	METROPOLITAN SAVINGS & LOAN ASSOCIATION	40
Agency—Taylor-Norsworthy, Inc., Advertising		Agency—Auld Advertising Agency	
BROOK HOLLOW INDUSTRIAL DISTRICT.....	72	MEXICO CITY CAFE	48
Agency—Rominger Advertising Agency		HENRY S. MILLER COMPANY.....	57
BROWN & BIGELOW	52	VANCE K. MILLER COMPANY.....	73
THE PAUL CAIN ORGANIZATION, INC.....	67	MISSOURI-KANSAS-TEXAS RAILROAD SYSTEM	39
ROBERT CARL	57	Agency—Winiur-Brandon Company, St. Louis	
CLASSIFIED PARKING SYSTEM	79	MOORE BUSINESS FORMS, INC.	52
Agency—Jack Blake, Jr., Advertising		MURRAY INVESTMENT COMPANY.....	51
CLOUD EMPLOYMENT SERVICE	28	Agency—McMains Advertising Agency, Inc.	
Agency—Eldred J. Robinson, Advertising		NATIONAL VAN LINES, INC.....	37
OTTO J. COERVEN COMPANY.....	75	Agency—R. B. Moreland & Co., Advertising	
Agency—Hepworth Advertising Company		OLDHAM LUMBER COMPANY.....	58
COMMERCIAL PRINTING & LETTER SERVICE COMPANY	68	OLMSTED-KIRK COMPANY	65
COMMISSARY SERVICE COMPANY.....	75	PADGETT PRINTING & LITHOGRAPHING COMPANY	71
AYRES COMPTON ASSOCIATES.....	17	PRESBYTERIAN BOOK STORE.....	25
DALLAS AIR CONDITIONING COMPANY, INC.....	47	REMINGTON RAND, INC.....	24
Agency—James H. Susong, Advertising		Agency—Lesford Advertising Agency, Inc., New York City	
DALLAS ASSOCIATION OF INSURANCE AGENTS	57	REPUBLIC INSURANCE COMPANY.....	32
Agency—Ayres Compton Associates, Advertising		Agency—Ira E. Delannett Advertising Agency	
DALLAS FEDERAL SAVINGS & LOAN ASSOCIATION	67	REPUBLIC NATIONAL BANK OF DALLAS.....	27
Agency—Crook Advertising Agency		Agency—Glenn Advertising, Inc.	
DALLAS NATIONAL HOME EXPOSITION.....	38	ROGERS & SMITH ADVERTISING AGENCY.....	49
Agency—W. W. Sherrill Company, Advertising		DALLAS RUPE & SON.....	46
DALLAS PIONEERS	4 and 81	Agency—Taylor-Norsworthy, Inc., Advertising	
DALLAS POWER & LIGHT COMPANY.....	56	RUTHERFORD BUSINESS SERVICE	37
Agency—Rogers and Smith Advertising Agency		Agency—The McCarty Company of Texas, Inc., Advertising	
DALLAS PRINTING SALESMEN'S ASSOCIATION		JOHN A. SCOTT COMPANY.....	29 and 30
DALLAS REAL ESTATE BOARD	52	SHARP & COMPANY.....	28
Agency—Rominger Advertising Agency		Agency—Dicklow Advertising Agency	
DALLAS TRANSFER & TERMINAL WAREHOUSE COMPANY	70	SOUTHERN TRUST & MORTGAGE COMPANY.....	60
Agency—Marvin Winsett Advertising Agency		SOUTHLAND LIFE INSURANCE COMPANY.....	47
DALLAS UNION SECURITIES COMPANY.....	50	Agency—Ira E. Delannett Advertising Agency	
Agency—Crook Advertising Agency		SOUTHWESTERN ADVERTISING & MARKETING	50
DICTAPHONE CORPORATION	57	SOUTHWESTERN BLUE PRINT COMPANY.....	79
DORSEY COMPANY	46	SOUTHWESTERN FIRE & CASUALTY COMPANY.....	73
H. W. DUNHAM & ASSOCIATE	79	Agency—W. W. Sherrill Company, Advertising	
ELECTROTYPE SERVICE CORPORATION.....	48	SOUTHWESTERN LIFE INSURANCE COMPANY.....	70
ELLIS-SMITH COMPANY	59	Agency—Crook Advertising Agency	
Agency—Ayres Compton Associates, Advertising		SOUTHWESTERN SHEET METAL & MANUFACTURING COMPANY	59
EMPLOYMENT BOARD OF DALLAS.....	58	SPARKMAN-BRAND, INC.....	78
Agency—Dicklow Advertising Agency		Agency—J. D. (Doc) Williams Advertising	
ETHERIDGE PRINTING COMPANY.....	40	STEWART OFFICE SUPPLY COMPANY.....	62
Agency—Eldred J. Robinson, Advertising		Agency—Grant Advertising, Inc.	
FIRST NATIONAL BANK IN DALLAS.....	6	STROMBERG-CARLSON, INC.....	38
Agency—Rogers & Smith Advertising Agency		Agency—Charles L. Rumrill & Co., Inc., Advertising, Rochester, N. Y.	
FORREST AND COTTON CONSULTING ENGINEERS	25	SUGGS OFFICE SUPPLY COMPANY.....	59
GAYLORD CONTAINER CORPORATION.....	63	SYLVESTER'S DISPENSING OPTICIANS.....	25
Agency—Oakleigh R. French & Associates Advertising, St. Louis		W. A. TAYLOR COMPANY.....	79
GODFREY RANCH	37	TAYLOR-NORSWORTHY, INC.....	36
Agency—W. W. Sherrill Company, Advertising		TENSION ENVELOPE COMPANY	54
GREAT NATIONAL LIFE INSURANCE COMPANY	75	Agency—R. J. Posts, Calkins & Holden, Advertising, Kansas City, Missouri	
GREAT SOUTHERN LIFE INSURANCE COMPANY	26	TEXAS BANK & TRUST COMPANY OF DALLAS.....	66
Agency—Boone and Cummings, Advertising, Houston		Agency—Ruthrauff & Ryan, Inc., Advertising	
FELIX HARRIS & COMPANY.....	23	TEXAS BITULITHIC COMPANY.....	51
Agency—James H. Susong, Advertising		Agency—R. J. Burke Advertising, Inc.	
HAUGHTON BROTHERS	72	TEXAS DELIVERY SERVICE	33
HESE ENVELOPE COMPANY.....	60	Agency—James H. Susong, Advertising	
HINTON & LOCKE, INC.....	48	TEXAS DISTRIBUTORS, INC.....	79
HUDSON & HUDSON, REALTORS	48	Agency—DeLoach Advertising Agency	
INDUSTRIAL NATIONAL BANK OF DALLAS.....	45	TEXAS EMPLOYERS INSURANCE ASSOCIATION	83
Agency—James H. Susong, Advertising		Agency—Ira E. Delannett Advertising Agency	
INDUSTRIAL PROPERTIES CORPORATION.....	62	TEXAS OFFICE FURNITURE COMPANY.....	50
Agency—John Peyton Dewey		Agency—The McCarty Company of Texas, Inc., Advertising	
INDUSTRIAL TOWEL & UNIFORM SERVICE	53	TEXAS REFRIGERATION & ENGINEERING COMPANY	71
Agency—Melton Advertising Agency		THOMAS OPTICAL COMPANY.....	67
JAGGARS-CHILES-STOVALL, INC.....	21	Agency—Dicklow Advertising Agency	
JAMIESON FILM COMPANY	61	TRANSPORTATION ADVERTISING SALES, INC.....	41, 42, 43, 44
KLIMIST STORE FIXTURE MANUFACTURING COMPANY	67	UHLER COMPANY	71
LANDAUER & SHAFER, CONSULTING ENGINEERS	78	WATSON ASSOCIATES	75
J. W. LINDSLEY & COMPANY, REALTORS.....	75	HOWELL H. WATSON	54
LINGO LUMBER COMPANY.....	48	WILSON ENGRAVING COMPANY.....	77
W. FRANK LLOYD.....	61	JAMES K. WILSON COMPANY.....	79
LONE STAR GAS COMPANY.....	82		
Agency—Ruthrauff & Ryan, Inc., Advertising,			

Dallas PIONEERS



Established

1898

The Praeforians

Life Insurance Service

1900

The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1902

Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1902

Hunter-Hayes
Elevator Co.

Passenger, Freight and Home
Elevators

1903

First Texas Chemi-
cal Mfg. Company

Pharmaceutical Manufacturers

1904

T. A. Manning
& Sons

Insurance Managers
Fire — Casualty

1910

Moser Co.
Realtors

Industrial and Commercial
Leases and Sales

1910

Red Bryan's
Smokehouse

Barbecued Meats

1911

W. W. Overton
& Co.

Food Brokers

1912

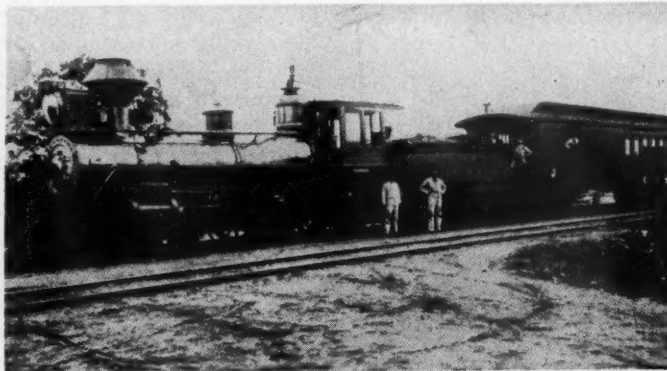
Stewart Office
Supply Company

Stationers — Office Outfitters

1914

Texas Employers
Insurance Ass'n.

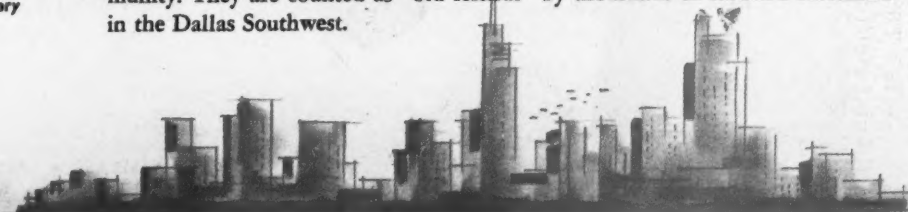
Workmen's Compensation
Insurance



SPEED and service were hallmarks of Dallas printing and publishing even before the gay nineties. The above photograph shows the Dallas News Special Train "The Comet" which began operation over the Houston and Texas Central from Dallas to Denison in 1887. On the platform of the first car is the late G. B. Dealey, then general manager of the News. Five years after the inception of this super-service milestone, the Egan Company began business where the Mercantile Securities Building now stands. The firm later moved to a location on Commerce Street near Poydras and in 1916 moved to its present location at 912-1006 Ross Avenue. That was the year the Egan Company purchased the John F. Worley Printing Company and the two plants were merged. During the intervening years the airplane has supplanted the steam locomotive for speed shipments in Dallas graphic arts service. Today the Egan Company is one of the major printing organizations in Dallas specializing in the printing of telephone and city directories, bank, insurance and business forms, stationery, rate books, catalogues and railroad and airline timetables and tariffs.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



Padgitt Bros.
Company

Leather Goods—
Wholesale and Retail

Dallas Railway
& Terminal Co.

Street Railway

Huey & Philp
Company

Wholesale

National Bank
of Commerce

Banking

The Dorsey
Company

Printers — Lithographers
Stationers — Office Furniture

Austin Brothers
Steel Co.

For Structures of Every Kind

J. W. Lindsley
& Company

Real Estate and Insurance

The Egan
Company

Printing, Lithographing, and
Embossed Labels

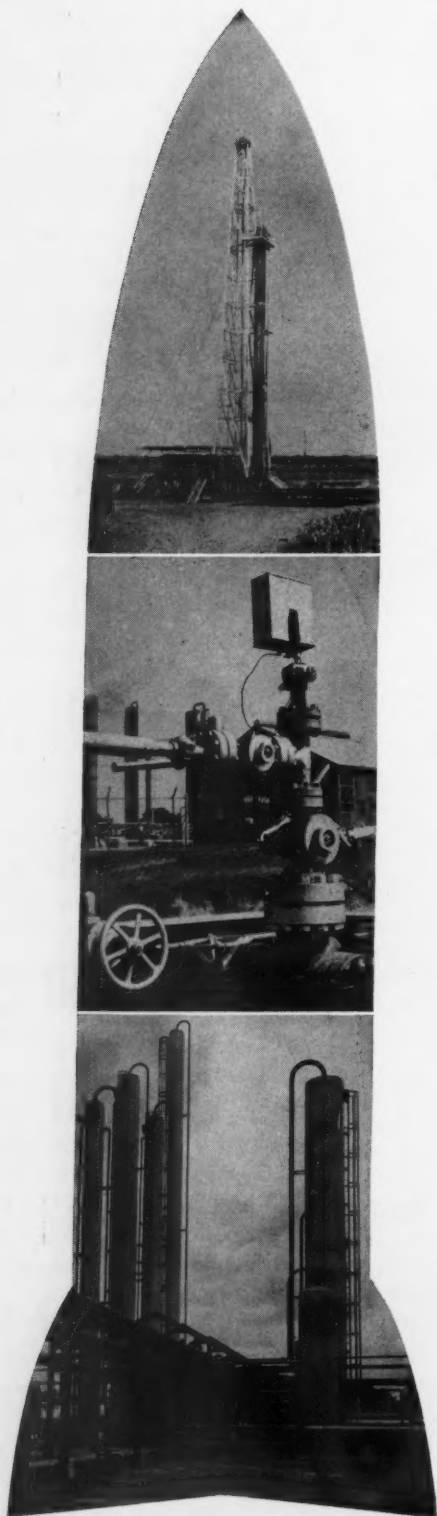
Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products

Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

GEARED TO THE **FUTURE**



LONE STAR GAS COMPANY'S RESERVE POSITION BEST IN YEARS

Continuous exploration and production plus increased storage capacity has put Lone Star in position to stay years and years ahead of the industrial, business and residential growth in and adjacent to the 427 cities served by the company. Lone Star's 1955 construction program includes provisions for the drilling of 73 wells in Texas, Oklahoma and New Mexico, acquisition of new leases and other exploration activities.

LONE STAR'S EXPENDITURES PROVIDE FOR EXPANSION

Lone Star expects to add some 35,000 customers in 1955 — boosting the total to 745,000. By 1960 total customers should reach the million mark. An example of Lone Star's provisions for such a growth trend is the \$18,823,900 allotted for new construction in '55 alone.

LONE STAR EMPHASIZES GAS STORAGE

The company's third major underground storage reservoir, the New York City field in Clay County, has recently become fully operative. Net capacity is four billion cubic feet of gas. Injection wells — like the one shown at left, center — store gas in these depleted fields. Much of it was formerly flared as waste. Storage fields strengthen supply during peak winter demand periods as well as contributing to over-all reserve.

Abundant, clean, low-cost natural gas has long been an immensely valuable asset to this region... Lone Star's operations assure that it will continue to be valuable asset in years to come.



**LONE STAR
GAS COMPANY**

\$10,767.88

returned in...

DIVIDENDS

What

POLICYHOLDERS

Say

This is one of many testimonial letters received from policyholders of the Texas Employers Insurance Association. These letters tell what policyholders think of the Service and Savings received from the Association.

Ask the Texas Employers representative nearest you to show you more of these letters, as proof of what Texas' largest writer of Workmen's Compensation Insurance can do for you.



Largest Writer of **WORKMEN'S COMPENSATION INSURANCE in Texas**

HOMER R. MITCHELL, Chairman of the Board **A. F. ALLEN, President**

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FORT WORTH • FREEPORT • GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • MIDLAND
ODESSA • PORT ARTHUR • SAN ANGELO • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS



WE QUOTE FROM A POLICYHOLDER'S LETTER:

"I certainly wish to thank you for your visit to our office last week when you again handed us a very nice dividend check in the amount of \$10,767.88.

"Our birthday with your Company is about the same time as yours, and our services have been gradually improving, we think, in all departments. I am particularly impressed with the improvement in the Departments of Claims and Safety, at the present time.

"I have shown your reports to our Safety Representative, and I think he was somewhat proud of our safety record, as he should be."

**TEXAS EMPLOYERS
INSURANCE ASSOCIATION**

HOME OFFICE • DALLAS, TEXAS



= WEATHER PROTECTION

During the winter months when a Blue Norther can blow in within minutes and streets are wet or icy, the added convenience of banking from your car is especially welcome. With no traffic headaches, or parking problems you save both time and manpower. No need to dress up—come as you are. Representatives of business firms drive right up to the teller's window and make bank deposits or pick up payrolls without ever leaving the car. We'll have your payrolls ready if notified in advance.

Four windows are staffed to serve you.

Just drive in on Commerce...out on Main.



YOU NEVER LEAVE YOUR CAR

MERCANTILE NATIONAL BANK

DALLAS, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



